

## Subject: Travel and Tourism

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>What students are learning</b>	<p><b>Component 1</b> Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</p> <p>Learning outcome B: Explore popular visitor destinations</p> <p><b>Component 3</b> Learning Outcome A: Factors that influence global travel and tourism</p>	<p><b>Component 1</b> Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</p> <p>Learning outcome B: Explore popular visitor destinations</p> <p><b>Component 3</b> Learning Outcome A: Factors that influence global travel and tourism</p>	Start completing the PSA for Component 1.	<p>Continue completing the PSA for Component 1</p> <p><b>Component 3</b> Learning Outcome A: Factors that influence global travel and tourism</p>	<p><b>Component 2:</b> Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends</p> <p>Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met.</p> <p><b>Component 3</b> Learning Outcome B: Impact of travel and tourism and sustainability</p>	<p><b>Component 2:</b> Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met.</p> <p><b>Component 3</b> Learning Outcome B: Impact of travel and tourism and sustainability</p>

					sustainability	
<b>Key Content and Skills</b>	<ul style="list-style-type: none"> <li>Component 1: Travel and Tourism Organisations and Destinations</li> <li>Component 3: Influences on Global Travel and Tourism</li> </ul>		<ul style="list-style-type: none"> <li>Component 1: Travel and Tourism Organisations and Destinations</li> <li>Component 3: Influences on Global Travel and Tourism</li> </ul>		<ul style="list-style-type: none"> <li>Component 2: Customer Needs in Travel and Tourism</li> <li>Component 3: Influences on Global Travel and Tourism</li> </ul>	
<b>Assessment</b>	<p>Informal class assessments for Component 3</p> <p>Practise the Component 1 NEA tasks</p>	<p>Informal class assessments for Component 3</p> <p>Practise the Component 1 NEA tasks</p>	<p>Informal class assessments for Component 3</p> <p>Practise the Component 1 NEA tasks</p> <p>Complete the Component 1 NEA</p>	Complete the Component 1 NEA	<p>Informal class assessments for Component 3</p>	<p>Informal class assessments for Component 3</p> <p>Practise the Component 2 NEA tasks</p>
<b>How can students prepare beyond the classroom?</b>	<p>Students should:</p> <ul style="list-style-type: none"> <li>Research the following key terms: Accommodation providers, Transport operators, Visitor attractions, Tour operators, Travel agents, Tourism promotion and Ancillary services</li> </ul>		<p>Students should:</p> <ul style="list-style-type: none"> <li>Research the benefits and drawbacks of different transport methods</li> <li>Watch or listen to the news and what travel restrictions are in place for countries and why</li> <li>Make keywords cards and revise them for Component 3</li> <li>Ensure coursework is to the highest standard and deadlines are met</li> </ul>		<p>Students should:</p> <ul style="list-style-type: none"> <li>Research topics such as the factors that influence global travel</li> <li>Research different popular destinations and why they are so popular</li> <li>Ensure coursework is to the highest standard and deadlines are met</li> <li>Attend catch-up sessions if needed</li> </ul>	

Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Learning aim A: Investigate travel and tourism customer service  Learning aim B: Explore the needs and expectations of different types of customer in the travel and tourism sector  Learning aim C: Understand the importance of customer service to travel and tourism organisations		Finalising coursework for final submission of Unit 3.  Start Unit 4  Learning aim A: Know the major international travel and tourism destinations and gateways  Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor	Learning aim A: Know the major international travel and tourism destinations and gateways  Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor  Learning aim C: Be able to plan international travel to meet the needs of visitors	Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor	Final attempt at coursework and submission.
Key Content and Skills	<ul style="list-style-type: none"><li>Unit 3: The Travel and Tourism Customer Experience</li></ul>		<ul style="list-style-type: none"><li>Unit 3: The Travel and Tourism Customer Experience</li><li>Unit 4: International Travel and Tourism Destinations</li></ul>		<ul style="list-style-type: none"><li>Unit 4: International Travel and Tourism Destinations</li></ul>	

<b>Assessment</b>	Coursework assessed and feedback given - chance to improve.	Coursework assessed and feedback given - chance to improve.	Final Unit 3 submitted	Coursework assessed and feedback given - chance to improve.	Coursework assessed and feedback given - chance to improve.	Final Unit 4 submitted
<b>How can students prepare beyond the classroom?</b>	Students should: <ul style="list-style-type: none"> <li>• Research different domestic travel destinations and why they are so popular</li> <li>• Make sure deadlines are met for submission of coursework</li> </ul>		Students should: <ul style="list-style-type: none"> <li>• Watch or listen to the news and what travel restrictions are in place for countries and why</li> <li>• Ensure coursework is to the highest standard and deadlines are met.</li> <li>• Attend catch up sessions as needed.</li> </ul>		Students should: <ul style="list-style-type: none"> <li>• Research different popular destinations and why they are so popular.</li> <li>• Ensure coursework is to the highest standard and deadlines are met.</li> <li>• Attend catch-up sessions if needed.</li> </ul>	

<b>Year 12</b>	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>What students are learning</b>	<b>Unit 1 The World of Travel and tourism</b>  A Types of travel and tourism.  B The types of travel and tourism organisations, their roles and the products and services they offer to	D Factors affecting the travel and tourism industry  Unit 1 Revision	<b>Unit 3 Principles of Marketing in Travel and Tourism</b>  Learning aim A: Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism	Learning aim C: Carry out market research in order to identify a new travel and tourism product or service  Learning aim D: Produce a promotional campaign for a new travel and tourism	Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives	<b>Unit 2 Global Destinations</b>  A Geographical awareness, locations and features giving appeal to global destinations

	customers.  C The scale of the travel and tourism industry		Learning aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations	product or service, to meet stated objectives		
<b>Key Content and Skills</b>	Unit 1: The World of Travel and Tourism		Unit 3 Principles of Marketing in Travel and Tourism		Unit 3 Principles of Marketing in Travel and Tourism  Unit 2 Global Destinations	
<b>Assessment</b>	Informal Class assessments	Formal January assessment	Coursework feedback	Coursework feedback	Final coursework submission	Informal Class Assessment
<b>How can students prepare beyond the classroom?</b>	<ul style="list-style-type: none"> <li>Keep completing the revision tasks set throughout the course. Printed for you in your folders.</li> <li>Create keyword revision cards</li> <li>Revise using <a href="#">digital flashcards</a> and quizzes.</li> <li>Test your knowledge using <a href="#">quizlet</a>.</li> </ul>		Students should: <ul style="list-style-type: none"> <li>Create keywords cards.</li> <li>Test your knowledge using <a href="#">quizlet</a>.</li> <li>Revise using <a href="#">digital flashcards</a> and quizzes.</li> <li>Use PLC, notes and the revision guide to ensure that they have revised.</li> <li>Complete as many practice questions as possible and hand them in for marking.</li> </ul>		Students should: <ul style="list-style-type: none"> <li>Use PLC, notes and the revision guide to ensure that they have revised.</li> <li>Complete as many practice questions as possible and hand them in for marking.</li> <li>Create keywords cards.</li> <li>Test your knowledge using <a href="#">quizlet</a>.</li> <li>Revise using <a href="#">digital flashcards</a> and quizzes.</li> </ul>	

Year 13	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>What students are learning</b>	<p>B Potential advantages and disadvantages of travel options to access global destinations</p> <p>C Travel planning, itineraries, costs and suitability matched to customer needs</p> <p>D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</p>	<p>D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</p> <p>E Factors affecting the popularity and appeal of destinations</p> <p>Revision</p>	<p><b>Unit 3 Principles of Marketing in Travel and Tourism</b></p> <p>Learning aim A: Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</p> <p>Learning aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations</p>	<p>Learning aim C: Carry out market research in order to identify a new travel and tourism product or service</p> <p>Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p>	<p>Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p>	
<b>Key Content and Skills</b>	Unit 2: Global Destinations		Unit 3: Principles of Marketing in Travel and Tourism		Unit 3: Principles of Marketing in Travel and Tourism	
<b>Assessment</b>	Informal Assessments	External Assessment	Coursework Assessment and	Coursework Assessment and	Final Submission of coursework	

			feedback	feedback		
<b>How can students prepare beyond the classroom?</b>	Students should: <ul style="list-style-type: none"> <li>• Use the PLC, notes and the revision guide to ensure that they have revised.</li> <li>• Complete as many practice questions as possible and hand them in for marking.</li> <li>• Create keywords cards.</li> <li>• Test your knowledge using <a href="#">quizlet</a>.</li> <li>• Revise using <a href="#">digital flashcards</a> and quizzes.</li> </ul>		Students should: <ul style="list-style-type: none"> <li>• Make sure coursework is completed by required deadlines.</li> <li>• Ensure revision is done on chosen destinations.</li> </ul>		Students should: <ul style="list-style-type: none"> <li>• Make sure coursework is completed by required deadlines.</li> <li>• Ensure revision is done on chosen destinations.</li> </ul>	