

### Brief overview

Y10 is the first year of the course and during the course of the year, students will focus on understanding the different travel and tourism organisations and destinations, and the customer needs in travel and tourism. Students will look at the major components of the UK travel and tourism industry and some of those outside the UK and link to the different type of visitor destinations based on visitor profiles. During the year, students will undertake summative assessment 1 which is an externally verified assessment. This forms part of the final grade at the end of Y11.

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit title	Component 1 – Learning outcome A		Component 1 – Learning outcome B	Component 1 - Assessment	Component 2 – Learning outcome A	Component 2 – Learning outcome B
Big question/ core concept	Demonstrate an understanding of the UK travel and tourism industry.		Exploring popular visitor destinations.	Summative assessment 1	Demonstrate an understanding of how organisms identify customer needs and travel and tourism trends	Recognise how the needs and preferences of travel and tourism customers are met
Knowing	<ul style="list-style-type: none"> <li>The major components of the UK travel and tourism industry.</li> <li>The ownership of travel and tourism organisations and how they work together.</li> <li>Common aims of the UK travel and tourism organisations.</li> <li>Travel and tourism organisations working together.</li> <li>The role of consumer technology in travel and tourism.</li> </ul>		<ul style="list-style-type: none"> <li>The different types of visitor destinations.</li> <li>Different types of tourism and tourism activities.</li> <li>Popularity of destinations with different visitor types.</li> <li>Travel options to access tourist destinations.</li> <li>Modes of transport, hubs and routes.</li> </ul>	<p>Monitored preparation time for PSA Tasks.</p> <ul style="list-style-type: none"> <li>Task 1A Students will select a travel and tourism organisation from a given sector component and conduct research on its ownership, aims and products/services.</li> <li>Task 2 Students will use research skills and make notes to assist them in considering the types of consumer technologies used by organisations in the travel and tourism sector, the reasons why they are offered, and the advantages and disadvantages to customers.</li> </ul>	<ul style="list-style-type: none"> <li>The different types of market research.</li> <li>How travel and tourism organisations may use market research to identify travel and tourism trends.</li> <li>How travel and tourism organisations may use other research to identify travel and tourism trends.</li> </ul>	<ul style="list-style-type: none"> <li>The different types of customer needs and preferences.</li> <li>How travel and tourism organisations provide different products and services to meet customer needs and preferences.</li> <li>The customers' needs and different types of travel.</li> <li>Travel planning to meet customer needs and preferences.</li> </ul>
Applying	<ul style="list-style-type: none"> <li>Students will select a travel and tourism organisation from a given sector component and conduct research on its ownership, aims and products/services.</li> <li>Students will use research skills and make notes to assist them in considering the types of consumer technologies used by organisations in the travel and tourism sector, the reasons why they are offered, and the advantages and disadvantages to customers.</li> <li>Students will produce a response to the PSA tasks based on their selected travel and tourism organisation.</li> <li>Students will based on their research for Task 1A, consider different organisations from different sector components that their selected organisation could work with.</li> <li>Students will consider the types of consumer technologies used by organisations in the travel and tourism sector, the reasons why they are offered, and the advantages and disadvantages to customers.</li> </ul>		<ul style="list-style-type: none"> <li>Students will refer to a visitor profile, and explore how and why the features of a given destination are suitable.</li> <li>Students will use the three different travel routes provided and identify advantages and disadvantages for visitor type in the visitor profile.</li> </ul>	<p>Formal supervision time for PSA Tasks.</p> <ul style="list-style-type: none"> <li>Task 1A Students will produce a response to the PSA tasks based on their selected travel and tourism organisation.</li> <li>Task 1B Students will based on their research for Task 1A, consider different organisations from different sector components that their selected organisation could work with.</li> <li>Task 2 Students will consider the types of consumer technologies used by organisations in the travel and tourism sector, the reasons why they are offered, and the advantages and disadvantages to customers.</li> <li>Task 3A Students will refer to a visitor profile, and explore how and why the features of a given destination are suitable.</li> <li>Task 3B Students will use the three different travel routes provided and identify advantages and disadvantages for visitor type in the visitor profile.</li> </ul>	<ul style="list-style-type: none"> <li>Students will use research skills and make notes that will assist them in considering the different market research methods that could be used by an organisation to identify trends.</li> <li>Students will use research skills and make notes to assist them in considering how the different types of travel and tourism organisations can meet the specific needs of customers.</li> <li>Students will consider the different market research methods that could be used by an organisation to identify travel and tourism needs.</li> </ul>	<ul style="list-style-type: none"> <li>Students will produce a response to the PSA task by considering the different market research methods that could be used by an organisation to identify customer needs.</li> <li>Students will consider how different types of travel and tourism organisations can meet the specific needs of customers.</li> </ul>
Assessment	<ul style="list-style-type: none"> <li>Unit 2 assessment based on component 1.</li> </ul>		<ul style="list-style-type: none"> <li>Unit 3 assessment based on component 1.</li> </ul>		<ul style="list-style-type: none"> <li>Unit 1 assessment based on component 2.</li> </ul>	<ul style="list-style-type: none"> <li>End of year exam</li> </ul>

**Brief overview**

In Y11, students will continue to look at how customer preferences are met through the travel and tourism industry. In addition, they will focus on factors that affect and influence global travel and tourism. This is linked to sustainable tourism and the impact humans can have on popular destinations and how corporate partnerships link to the economic and environmental impacts. During the year, students will undertake summative assessment 2 which is an externally verified assessment. This forms part of the final grade at the end of Y11 along with the final external exam for Component 3.

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Unit title</b>	<b>Component 2 – Learning outcome B</b>	<b>Component 2 – Summative assessment</b>	<b>Component 3 – Learning outcome A</b>	<b>Component 3 – Learning outcome B and C</b>		
<b>Big question/ core concept</b>	Recognise how the needs and preferences of travel and tourism customers are met.	Summative assessment 2	Factors that influence global travel and tourism.	Impact of travel and tourism and sustainability. Destination management.		
<b>Knowing</b>	<ul style="list-style-type: none"> <li>What are the customer needs and preferences.</li> <li>How travel and tourism organisations provide different products and services to meet customer needs and preferences.</li> <li>Customer needs and different types of travel.</li> <li>Travel planning to meet customer needs and preferences.</li> </ul>	<p>Monitored preparation time for PSA Tasks.</p> <ul style="list-style-type: none"> <li>Task 1B Students will use research skills and make notes that will assist them in considering the different market research methods that could be used by an organisation to identify trends.</li> <li>Task 2 Students will use research skills and make notes to assist them in considering how the different types of travel and tourism organisations can meet the specific needs of customers.</li> </ul>	<ul style="list-style-type: none"> <li>Factors influencing global travel and tourism.</li> <li>Response to factors that influence travel and tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Possible impacts of tourism.</li> <li>What is sustainable tourism?</li> <li>How to manage sociocultural impacts.</li> <li>How to manage economic impacts.</li> <li>How to manage environmental impacts.</li> <li>What is tourism development?</li> <li>The role of local and National Governments in tourism development.</li> <li>The importance of partnerships in destination management.</li> </ul>		
<b>Applying</b>	<ul style="list-style-type: none"> <li>Students will use research skills and make notes to develop a travel plan and additional information document to meet the specific needs of customers.</li> <li>Students will develop a travel plan and additional information document to meet the needs of given customer needs and preferences.</li> </ul>	<p>Formal supervision time for PSA Tasks.</p> <ul style="list-style-type: none"> <li>Task 3 Students will use research skills and make notes to develop a travel plan and additional information document to meet the specific needs of customers.</li> <li>Task 1A Students will produce a response to the PSA task by considering the different market research methods that could be used by an organisation to identify customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>Analyse the factors that influence global travel in given situations and identify appropriate responses.</li> </ul>	<ul style="list-style-type: none"> <li>For a given situation or scenario, identify the impact from tourism and appropriate methods to ensure it becomes sustainable.</li> </ul>		
<b>Assessment</b>	<ul style="list-style-type: none"> <li>Unit 2 assessment based on component 2.</li> </ul>	<ul style="list-style-type: none"> <li>Task 1B Students will consider the different market research methods that could be used by an organisation to identify travel and tourism needs.</li> <li>Task 2 Students will consider how different types of travel and tourism organisations can meet the specific needs of customers.</li> <li>Task 3 Students will develop a travel plan and additional information document to meet the needs of given customer needs and preferences.</li> </ul>				