

Year 11 Essential Knowledge Summary

How organisations use market research to identify travel and tourism trends, and customer needs and preferences, and selection of products and services and planning a holiday to meet customer needs and preferences. Factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors, and the potential impacts of tourism on global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism. Students will be given the opportunity to explore these concepts through their own research and through assessing case study examples in order to apply knowledge to real world scenarios.

Schemata 1: Component 2B

How the needs and preferences of different types of customers are met by travel and tourism organisations through different products and services offered. Demonstrate an understanding of the characteristics of the different types of travel available. They will consider the extent to which different holiday types may meet customer needs and preferences. Be able to identify the different sources of information that can be used to help plan travel. They will learn about the need to check the reliability of different sources. Learners will undertake research to plan a trip for a specific customer or group of customers.

Foundational knowledge.

- Customer travel needs.
- Customer travel desirable preferences.
- Different products and services offered to meet different target markets and market segments.
- Characteristics of: leisure travels, corporate travel, specialist travel, VFR and Day trips
- Identify the information required to create a travel plan.
- Identifying essential information required for different groups in order to meet their needs.

Procedural knowledge.

- Reflective practice through carrying out research on travel and tourism products and services to make recommendations to meet customer needs.
- Application of knowledge to a brief.
- Make judgements and recommendations based on a specific brief.
- Breakdown of a budget.
- Creation of a travel plan which explains why it is suitable.

Upper hierarchical.

- Comprehensive consideration of venues in relation to budget.
- Application of scale
- Critical evaluation of the appropriateness of different element of travel.

Schemata 2: Global influences

Students will understand the influences that global events have on visitor destinations, and how these changes can be managed. Additionally will be able to consider the impacts of tourism and how this changes over time, considering how governments and other organisations tie this together. Finally, students will be able to analyse a brief to assess suitability of a destination based on all prior learning.

Foundational knowledge.

- Positive and negative influences of different factors on global travel and tourism
- How these factors can affect global tourist destinations and travel and tourism organisations.
- Social, economic, political, media, security, health risk and environmental factors that influence visitor numbers.
- The social, economic and environmental impacts of tourism on an area.
- How different factors may affect visitor choice of destination.
- Types of organisation that may respond to different factors and the ways in which they may respond.
- Identify the differences in emerging and mature destinations.
- Describe and sequence the stages of the Butler Model.
- Definition, aims and implementations of sustainable tourism.
- How to manage economic, sociocultural and environmental impacts.
- The role of local and national governments in tourist development.
- Identify the importance of partnerships in destination management

Procedural knowledge.

- Definition recall.
- Application of knowledge to a given brief.
- Analysis of data in myriads mediums, including graphs and infographic maps.
- Written skills.
- Interpretation of data on currency rate, visitor numbers, employment numbers and endemic infectious diseases.
- Draw connections between ideas for a specific purpose.

Upper hierarchical.

- Critical evaluation of a brief.
- Explaining links between all prior knowledge.
- Ability to apply political context to different areas.
- Evaluation of the impacts of tourism on multiple scales..

Year 11 Final Composite Knowledge End Point

- What customer needs and preferences are.
- How different products and services meet needs across multiple travel organisation sectors.
- How the global travel industry is affected by myriad factors, and the impacts of these factors as well as how they can be managed.
- Identify the different stages of tourism

Students will have been able to apply knowledge and skills to a given brief in order to complete the 5 required tasks for Component 2 coursework. Component 3 exam completed in summer. The external assessment is based on a written assessment that requires learners to demonstrate that they can identify and use effectively an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole qualification in an integrated way.