

Travel and Tourism

Subject: Year 11 Travel and Tourism.

Year 11 curriculum intent: 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.

	Scheme 1: Component 2B	Scheme 2: Component 3
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<p>Acquire</p>	<ul style="list-style-type: none"> · 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. 	<ul style="list-style-type: none"> · 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.
<p>Apply</p>	<ul style="list-style-type: none"> · 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. 	<ul style="list-style-type: none"> · 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.

Vocabulary

- Stated needs
- Responsible tourism
- Convenience
- Flexibility
- Accessibility
- Exclusivity
- General needs
- Specific needs

- Disposable income
- Recession
- Boom
- Currency exchange
- Legislation
- Regulation
- Incentive
- Civil unrest
- Infrastructure
- Epidemic
- Pandemic
- Conservation
- Sociocultural
- Leakage
- Conflict
- Tax.
- Emerging
- Mature.

Assessment	Milestone 1: Practice coursework question 3. Final: Coursework for final grade on how to meet customer needs within the travel and tourism industry.	Milestone 1: Practice section B question (6 marks). Milestone 2: PPE on global influences on travel and tourism, using a past exam paper. Final: exam for final grade on global influences on travel and tourism.
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