

Travel and Tourism

Subject: Year 10 Travel and Tourism.

Year 10 Curriculum Intent: During year 10, students will begin to understand the magnitude of the Travel and Tourism industry and the many different markets in which they must appeal, whilst navigating current natural, political and economic climates in order to maintain profits. The aims of Travel and Tourism organisations, how different organisations work together and types of travel and tourism, the features that make destinations appealing to visitors and different travel routes. Then students will uncover the different types of tourism, destinations and travel routes; making judgement on which would be the most appropriate for the different groups. 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.

Scheme 1: Component 1

Scheme 2: component 2A

<p>Acquire</p>	<ul style="list-style-type: none"> · Different organisation types. · Describe the different transport operators. · identify different visitor attractions. · To describe the purpose of different ancillary services. · Different types of ownership and the different aims of organisations. · How tourism is promoted. · How organisations can work together and why they might. · The different types of consumer technology and why they are used. · Different visitor destinations. · The features of destinations. · How the climate affects the purpose of a destination and who it attracts. · How different destinations appeal to different visitor types. · Different travel routes and the key hubs and gateways required to access them. 	<ul style="list-style-type: none"> · Define primary and secondary research and identify different types. · Define quantitative and qualitative data. · Identify the advantages and disadvantages of each research type. · Identify target markets and travel trends. · Identify changes to the ways in which people travel. · Suggest ways in which organisations can use market research to implement new products. · To understand how customer satisfaction can be measured. · Define and recognise quantitative and qualitative data.
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<p>Apply</p>	<ul style="list-style-type: none"> · Application of knowledge to a given brief. · Evaluation of different technologies in relation to a given organisation type. · Application of knowledge to a given brief. · Evaluation of the suitability of visitor attractions. · Evaluation of different travel routes. · Able to provide judgments and recommendations based on a given brief. · reflective practice through carrying out research on travel and tourism products and services to make recommendations to meet customer needs. · Consideration of the suitability of different travel routes for different purposes. · Applying the current political sphere to develop ideas. · Linking how current economics affect decisions. · Application of scale. 	<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. · Explain advantages and disadvantages of different market research in relation to a brief. · Explain why changes in the way people travel have occurred. · Evaluation of market research techniques. · Make judgements and recommendations based on a specific brief. · Applying the current political sphere to develop ideas. · Linking how current economics affect decisions. · Application of scale.
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Vocabulary	<ul style="list-style-type: none">· Tourism.· Ancillary.· Package holiday.· Tour Operator.· Catered.· Self-catered.· Terminal.· Gateway.· Purpose-built attraction.· Visa.· Market share· Public sector· Private sector· Strategic aim.· Financial aim.· Sustainability.· Consumer technology.	<ul style="list-style-type: none">· Market research.· Primary research.· Secondary research.· Stakeholders.· Trade organisations.· Market segment.· Target market.· Socio-demographic· Customer satisfaction· Emerging destinations.· Trend.· Ethical.
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Assessment	Milestone 1: Technologies in travel industry questions (task 2). Milestone 2: Practice coursework. Final: Coursework for final grade.	Milestone 1: End of section test (two practice coursework questions).
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