

Travel and Tourism Curriculum Map

Key knowledge & skills to be mastered by students

	<u>Learning Period 1:Autumn Term</u>	<u>Learning Period 2:Autumn Term</u>	<u>Learning Period 3:Spring Term</u>	<u>Learning Period 4:Spring Term</u>	<u>Learning Period 5:Summer Term</u>	<u>Learning Period 6:Summer Term</u>
Year 10						
Topic title	Component 1 – Travel and Tourism organisations and destinations	Component 1 – Travel and Tourism organisations and destinations	Customer Needs in Travel and Tourism	Customer Needs in Travel and Tourism	Customer Needs in Travel and Tourism	Influences on global travel
Key questions	Understanding UK Travel and Tourism Industry	Exploring Popular visitor destination	Identifying customer need	How needs are met	How needs are met	Factors influencing
Key knowledge and concepts	Major travel components Types Products Services Ownership of organisations Common Aims Working together Role of Technology	Types Features Activities Popularity Travel options Transport	Market research Customer preferences Travel trends	Travel needs Desirable preferences Products and services Types of travel Planning to meet needs	Travel needs Desirable preferences Products and services Types of travel Planning to meet needs	Economic Factors Political factors Natural Disasters Media and Publicity Safety and Security Health Risks Organisations responses Government responses Voluntary organisations responses
Skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills
Assessment/Educational Visit Opportunities		PSA component 1		PSA component 2	PSA component 2	

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Year 11						
Topic title	Component 2 – Influences on Global Travel and Tourism			Component 3 – Assignment B		
Key questions	Factors affecting	Impacts and sustainability	Destination management	Customer Needs	Assignment	
Key knowledge and concepts	Economic Factors Political factors Natural Disasters Media and Publicity Safety and Security Heath Risks Organisations responses Government responses Voluntary organisations responses	Social Impacts Economic Impacts Environmental Impacts Sustainability Infrastructure development Local communities Tourist taxes Traffic management Planning and legislation Visitor education Wildlife conservation	Tourism development Emerging destinations Mature destinations Role of government Transport links Communication links Funding Sustainable development Partnerships Destination management	Products and Services Activities Facilities Planning a holiday Researching destinations Overcoming objections		
Skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills	Research skills, numeracy, map skills			
Assessment			Mock Exam – January Real Exam - February		Assignment 3b	

