

## Year 11 Travel and Tourism Spring Overview

The Tourism course is made up of 3 compulsory components. Students will sit their tourism exam this Summer. Component 1 and 3 are assessed by two pieces of coursework each and Component 2 is externally assessed as an exam.

Students have previously been completing Component 1 which includes looking at a variety of different tourist destinations. This has included analysing how different areas and attractions and accommodation appeal to different visitor types and how different attractions can work with others in order to be successful.

### Spring Term curriculum

Students will begin the term by ensuring all coursework is submitted to the best of their ability for Component 1.

After this, students will embark on learning the theory required for Component 3. This module allows students to apply all previous learning to gain an understanding of different customer trends relating to national and international travel and the needs and wants of customers. Students will learn about the differing requirements of customers when choosing destinations and ensuring their needs are met financially and in terms of safety and security. Students will complete one piece of coursework that investigates planning an industry standard itinerary factoring in information such as holiday type, accommodation, travel arrangement, activities and health concerns.

For the fourth piece of coursework, students will learn about primary and secondary market research that travel and tourism organisation undertake to inform their business choices.

Finally, students will revisit essential knowledge and exam skills required for Component 2. This module delves into different influences on global travel and tourism, sustainability and tourism development.

**By the end of the Spring term, students should be able to:**

✓ Understand and apply reasons for tourism organisations creating interrelationships to allow them to meet their aims.
✓ Understand examples of primary and secondary market research.
✓ Understand how travel and tourism organisation use market research to identify trends such as customer needs, product and service development and measure customer satisfaction.
✓ Understand the important of identifying changing trends and adapting to meet new and emerging markets.
✓ Understand the structure of a professional business pitch and the logistics of delivery.
✓ Apply understanding of what makes an industry standard itinerary by creating an itinerary to meet differing customer needs and preferences and explain how selected products meet the needs and preferences.

### **Useful websites to support and challenge learning**

- <https://www.visitbritain.com/gb/en>
- <https://www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports/travel-trends-2020>
- <https://www.beautifullytravelled.com/plan-travel-itinerary-guide/>
- <https://www.draytonmanor.co.uk/>
- <https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1>
- <https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/travel-and-tourism/2017/specification-and-sample-assessments/Spec-Tech-Award-T&T.pdf>