

**Year Group: 11**

**Subject: Travel and Tourism**

**Term: Summer 2022**

<b>Topic</b>	<b>Key Learning points</b>	<b>Assessments</b>
<b>Summer 1: Revision of Component 2 - Influences on Global Travel and Tourism</b>	<ul style="list-style-type: none"><li>• Issues of tourism safety in terms of transport safety</li><li>• The risks posed to tourists by a series of health, climatic and other hazards.</li><li>• There will be continued opportunities to look at the role of Government in tourism in keeping tourists safe</li><li>• An understanding of how economic downturns can effect tourists decision making</li><li>• Analysis of resources provided in class.</li></ul>	<p><b><u>Formal assessment:</u></b> 30 minute end of topic assessment including multiple choice questions, skills questions, short answer questions and an extended writing task.</p> <p><b><u>Informal assessment:</u></b></p> <ul style="list-style-type: none"><li>• True/false quizzes</li><li>• Homework</li><li>• Review questions</li><li>• Literacy tasks</li></ul>
<b>Summer 1: Learning Aim A - Investigate how organisations identify travel and tourism trends</b>	<ul style="list-style-type: none"><li>• Outline with examples how the market research identified makes use of findings of customer trends and how the organisation (with examples) has met those needs, preferences and considerations</li><li>• Explain how the market research outlined can inform can help company meet its needs and explain with relevant examples exactly how a company has responded using the trend information</li><li>• Discuss how the organisation has responded (with detailed examples) to its market research and trends adapting both its products and services</li><li>• Assess how effectively the company's use of market research and trend analysis has been in meeting the needs of its customers plus their preferences and considerations</li></ul>	<p><b><u>Internal Course work brief</u></b></p>