

Subject Curriculum Overview for Academic Year 2022/2023

Subject: Travel and Tourism		Subject Leader: Abbie Wakefield	Year Group: 10	AUTUMN TERM
Topic	Key Learning Points	Key Vocabulary	Assessments	
<p>Component 1 Learning aim A</p>	<p>During this module students will recall knowledge from previous learning and develop their ability to independently research and analyse real tourism case studies.</p> <ul style="list-style-type: none"> - To know the travel and tourism organisations - To understand the different types of ownership of tourism organisations - To know what the aims of travel and tourism organisations are - how different organisations work together and types of travel and tourism - To be able to independently research real business examples 	<ul style="list-style-type: none"> - Travel operator - Travel Agent - Travel - Ancillary services - Insurance - Needs - Accessibility - Income - Economy - Partnerships - Common ownership - Dark tourism - niche tourism 	<p>Formal assessment: Independent extended writing task with time limits in preparation for course work.</p> <p>Informal assessment:</p> <ul style="list-style-type: none"> • True/false quizzes • Homework • Review questions • Literacy tasks 	
<p>Learning Aim B</p>	<p>During this module students will recall knowledge from previous learning and develop their ability to independently research and analyse real tourism case studies.</p> <ul style="list-style-type: none"> - To know the different types of travel and tourism tourists - To understand the what makes customers' needs - To know how to apply needs to the role of a travel agent - To identify a range of different attractions available - To understand how we can travel to different destinations - To evaluate scenarios of customers and create package holidays 			

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<p>Component 1 – Refresher</p> <p>Learning aim B Internally assessed Course work.</p>	<p>Students will have preparation time during lesson time to complete their internally assessed course work:</p> <ul style="list-style-type: none"> - Complete task 1-3 independently in allocated time given - To use and evaluate all resources provided for them - To ensure connections between topics in the module are evidenced. - Monitor timings to ensure all tasks are completed 		<ul style="list-style-type: none"> - Travel operator - Travel Agent - Travel - Ancillary services - Insurance - Needs - Accessibility - Income - Economy - Partnerships - Common ownership - Dark tourism - niche tourism 	<p>Formal assessment:</p> <p>Internal official assessment to begin.</p> <p>4 hours of monitored preparation</p> <p>6 hours of monitored assessment.</p> <p>Informal assessment:</p> <ul style="list-style-type: none"> • True/false quizzes • Homework • Review questions • Literacy tasks
<p>Component 3 - Exam assessed material</p> <p>Key content A</p>	<p>During this module students will recall knowledge from previous learning and develop their ability to independently research and analyse real tourism case studies.</p> <ul style="list-style-type: none"> - To know tourism trends in the world. - To interpret data and graphs - To identify patterns and trends within data - To understand factors that affect tourism trends - To know how the travel sector can react to these influencing factors - To apply that knowledge to real world examples 		<ul style="list-style-type: none"> - Trend - Influence - Natural disaster - Media - Safety - Security - Response - Repatriate 	

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<p>Component 2:</p> <p>Learning aim A & B</p>	<p>During this module students will recall knowledge from previous learning and develop their ability to independently research and analyse real tourism case studies.</p> <ul style="list-style-type: none"> - Understand and evaluate a range of VisitBritain promotional activities. - Understand the difference between a visa and a passport and how they can affect or restrict travel. - Explain a range of actions that can be carried out to achieve sustainable travel and tourism. - Understand the important of identifying changing trends and adapting to meet new and emerging markets. - Recognise the issues facing a tourist hotspot such as Venice. - Explain how accommodation can reduce waste and energy and be environmentally friendly. - Explain ways that tourist behaviour could be modified to avoid social implications. - Explain published Government advice and comment on strategies to reduce holiday crime 	<p>Promotion, marketing, campaign, private sector, public sector, destination, segmentation, partnership, DMO, immigration, embassy, consulate, visa, passport, origin, nationality, inbound, outbound, ABTA, government, political, regulation</p>	<p>Formal assessment:</p> <p>Formal assessment:</p> <p>Independent extended writing task with time limits in preparation for course work.</p> <p>Informal assessment:</p> <ul style="list-style-type: none"> • True/false quizzes • Homework • Review questions • Literacy tasks 	
<p>Component 3:</p> <p>Exam assessed material</p> <p>Key content B & C</p>	<p>During this module students will recall knowledge from previous learning and develop their ability to independently research and analyse real tourism case studies.</p> <ul style="list-style-type: none"> - To know the differing views of tourism - To know how tourists, impact a local area - Understand the Responses taken - To understand how tourism can change over time - To apply this to educational models - To know the role of private and public players in these changes 	<ul style="list-style-type: none"> - Impacts - Economic - Environmental - Social - Political - Public - Private - DMO 		

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Topic	Key Learning Points		Key Vocabulary	Assessments
Complete component 3B	<p>During this time student will complete course work both in scheduled class time and for home work.</p> <ul style="list-style-type: none"> -Suggest travel and tourism products for a given scenario and complete a simple holiday plan that meets some of those needs -Outline products and services suitable for a given scenario and create a holiday plan that meets most of the needs -Explain with examples how goods and services meet the needs of the given scenario -Analyse customer needs and preferences relevant to the scenarios and ensure all customer needs are met with valid provision -Assess customer needs and preferences and therefore producing well considered holiday plans for which all decisions are justified 		-	<p>Formal assessment: 30 minute end of topic assessment with 50% based on prior knowledge – including multiple choice questions, skills questions, short answer questions and an extended writing task.</p> <p>Informal assessment:</p> <ul style="list-style-type: none"> • True/false quizzes • Homework • Review questions • Literacy tasks
Complete component 1 A	<p>During this time student will complete course work both in scheduled class time and for home work.</p> <ul style="list-style-type: none"> - To know the travel and tourism organisations - To understand the different types of ownership of tourism organisations - To know what the aims of travel and tourism organisations are - how different organisations work together and types of travel and tourism - To be able to independently research real business examples 			

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How parents can support learning in the subject this academic year

Tourism places a large emphasis on independent working and also working within a time limit. Parents can best support by ensuring that any coursework practice is completed within the designated time limit.

Recommended Reading

Fictional:

1. The Bucket list by Georgia Clark
2. The Best exotic Marigold hotel by Deborah Moggach
3. Not for Parents travel book by Lonely Planet

Non – Fiction

1. BTEC Tech Award in Travel and Tourism Student Book (BTEC Tech Award Travel and Tourism)

Points to note