

## Subject Curriculum Overview for Academic Year 2022/2023

Subject: Travel and Tourism		Subject Leader: Abbie Wakefield	Year Group: 11	AUTUMN TERM
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"> <li>- Suggest travel and tourism products for a given scenario and complete a simple holiday plan that meets some of those needs</li> <li>- Outline products and services suitable for a given scenario and create a holiday plan that meets most of the needs</li> <li>- Explain with examples how goods and services meet the needs of the given scenario</li> <li>- Analyse customer needs and preferences relevant to the scenarios and ensure all customer needs are met with valid provision</li> <li>- Assess customer needs and preferences and therefore producing well considered holiday plans for which all decisions are justified</li> </ul>		<p><b>Formal assessment:</b> 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><b>Informal assessment:</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>	
Complete component 1A	<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"> <li>- To know the travel and tourism organisations</li> <li>- To understand the different types of ownership of tourism organisations</li> <li>- To know what the aims of travel and tourism organisations are</li> <li>- how different organisations work together and types of travel and tourism</li> <li>- To be able to independently research real business examples</li> </ul>			

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Subject: Travel and Tourism		Subject Leader: Abbie Wakefield	Year Group: 11	SPRING TERM
Topic	Key Learning Points	Key Vocabulary	Assessments	
<b>Complete Component 1 B</b>	<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"> <li>- Describe the types of visitor who visit a selected region and their reasons for travel with detailed examples</li> <li>- To understand customer needs</li> <li>- Discuss how the features of a chosen tourist destination contribute to its appeal for visitors</li> <li>- To know different types of attractions</li> <li>- Evaluate the appeal of a chosen tourist destination for different types of visitor</li> </ul>		<p><b><u>Formal assessment:</u></b> 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><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>Complete component 3A</b>	<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"> <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>			

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Subject: Travel and Tourism		Subject Leader: Abbie Wakefield	Year Group11	SUMMER TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
<p><b>Component 2 refresher</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"> <li>- Understand and evaluate a range of VisitBritain promotional activities.</li> <li>- Understand the difference between a visa and a passport and how they can affect or restrict travel.</li> <li>- Explain a range of actions that can be carried out to achieve sustainable travel and tourism.</li> <li>- Understand the important of identifying changing trends and adapting to meet new and emerging markets.</li> <li>- Recognise the issues facing a tourist hotspot such as Venice.</li> <li>- Explain how accommodation can reduce waste and energy and be environmentally friendly.</li> <li>- Explain ways that tourist behaviour could be modified to avoid social implications.</li> <li>- Explain published Government advice and comment on strategies to reduce holiday crim</li> </ul>		<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><b>Formal assessment:</b> 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><b>Informal assessment:</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>
<p>Re-sit of any course work required</p>	<p>Here students will be given the chance to re-sit any course work required to improve their grade. This will be organised on an individual level.</p>			

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### How parents can support learning in the subject this academic year

Tourism places a large emphasis on independent working. Parents can best support by monitoring the course work completion to help ensure all deadlines are met. The briefs provided for students are available upon request or alternatively encouraging student to attend course work sessions after school.

### 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