



Avonbourne Boys' & Girls' Academies

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United Sixth Form

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Subject

Travel and Tourism

Curriculum vision

To understand the importance and breadth of travel and tourism from both a customer and workplace viewpoint.

This subject gives an insight into life and work in the travel and tourism sector and the opportunity to explore new destinations. The travel and tourism industry is globally recognised as fast-paced and dynamic, providing a wide range of direct and indirect employment opportunities across the world. The use of technology and innovation in the sector means that it is at the forefront of emerging trends and developments.

The course builds sector specific knowledge and develops transferable skills to work in and beyond the sector. Learning is applied to real-life contexts and technical skills are developed in a practical environment involving research, planning, making judgements and decisions.

Students gain key knowledge of the sector and apply this to real-life situations while acquiring and refining essential workplace skills.



Curriculum Overview Term 1

	Autumn 1	Why this? Why now?	Autumn 2	Why this? Why now?
Year 7				
Year 8				
Year 9				
Year 10				
Year 11	Component 2 – Customer needs in travel and tourism Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends. ASSESSMENT	Students are able to put into practice what they have learnt during the summer term. This way they don't lose that knowledge and can put it into practice straight away. This is 30% of their final grade.	Component 2 – Customer needs in travel and tourism Recognise how the needs and preferences of travel and tourism customers are met. ASSESSMENT	Students are able to put into practice what they have learnt during the autumn term. This way they don't lose that knowledge and can put it into practice straight away. This is 30% of their final grade.
Year 12				
Year 13				



Term 2

	Spring 1	Why this? Why now?	Spring 2	Why this? Why now?
Year 7				
Year 8				
Year 9				
Year 10				
Year 11	Component 3 – Influences on global travel and tourism Factors that influence global travel and tourism. Impact of travel and tourism and sustainability.	Students are able to utilise what they have learnt from component 1 and 2 and transfer this information into the global scale. They will be able to develop their understanding of sustainability form component 1.	Component 3 – Influences on global travel and tourism Impact of travel and tourism and sustainability. Destination management.	Students are able to design holidays for differing visitor types and identify why they would be suitable for them.
Year 12				
Year 13				



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Term 3

	Summer 1	Why this? Why now?	Summer 2	Why this? Why now?
Year 7				
Year 8				
Year 9				
Year 10				
Year 11	Component 3 – Influences on global travel and tourism Factors that influence global travel and tourism. Impact of travel and tourism and sustainability. Destination management. REVISION Revision for other subjects	To prepare the students for sitting their external exam. To support progress in the future.	Exam has been sat	
Year 12				
Year 13				