| Subject | Travel and Tourism |
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**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.

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**Curriculum Overview Term 1**

| | Autumn 1 | Why this? Why now? | Autumn 2 | Why this? Why now? |
|---|---|---|---|---|
| **Year 7** | | | | |
| **Year 8** | | | | |
| **Year 9** | | | | |
| **Year 10** | **Component 1 – Travel and Tourism organisations and destinations.** Demonstrating an understanding of the UK travel and tourism industry | This is the key knowledge needed to understand the travel and tourism industry and required to complete future assignments. The focus is on understanding the sector in the UK, its contribution to the UK economy and jobs as well as the different organisations that promote the UK. | **Component 1 – Travel and Tourism organisations and destinations** Explore popular visitor destinations | The key parts of the travel and tourism industry need to be identified and their roles understood. This provides the basis for future assignments examining key sectors and using information about them to create real world plans. It is important to study the UK travel and tourism industry and the key destinations and gateways that are more familiar and local. |
| **Year 11** | **Component 2 – Customer needs in travel and tourism** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends | 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. | 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. |
| **Year 12** | | | | |
| **Year 13** | | | | |

| | Spring 1 | Why this? Why now? | Spring 2 | Why this? Why now? |
|---|---|---|---|---|
| **Year 7** | | | | |
| **Year 8** | | | | |
| **Year 9** | | | | |
| **Year 10** | **Component 1 – Travel and Tourism organisations and destinations** Demonstrating an understanding of the UK travel and tourism industry **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. | **Component 1 – Travel and Tourism organisations and destinations** Explore popular visitor destinations **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 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** | **Component 2 – Customer needs in travel and tourism** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends | Knowledge of customer services, different travel and tourism organisations and destinations is required to assess the impact of different standards of customer services and make recommendations. Skills that have been acquired and practiced are used to complete a report and make suggestions. | **Component 2 – Customer needs in travel and tourism** Recognise how the needs and preferences of travel and tourism customers are met. | Students use their knowledge of the key organisations in travel and tourism to examine how they provide customer service and how different customers have different needs. |
| **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** | To prepare the students for sitting their external exam | Exam has been sat | |
| **Year 12** | | | | |
| **Year 13** | | | | |