

Travel and Tourism – Year 10



1. Unit 1: The World of Travel and Tourism

Students will learn about the key components and scale of the tourism industry, and how to use data to analyse key trends and their impact.



2. Assessment Window 1

Assessment to cover content covered in Unit 1 on types of tourism and organisations, the scale of the travel industry, and factors affecting the industry.



4. Assessment Point

Assessment to cover demonstrating customer service and reviewing the performance of customer role plays (LA B & C)



3. Unit 4: Managing the Customer Experience in Travel and Tourism

Students will learn about the needs and expectations of different types of customers.



5. Unit 9: Visitor Attractions

Students will learn about the nature and role of attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.



6. Assessment Window 2

Assessment to cover how an organisation responds to competition (LA C)

Travel and Tourism –

Year 12



1. Unit 2: Global Destinations

Students will learn about the features and appeal of global destinations, travel planning, and factors and trends that affect the changing popularity of global destinations.



2. Assessment Window 1

Assessment to cover content covered in Unit 2 on Geographical Awareness, Travel Options, Travel Planning, Consumer Trends and Factors affecting destinations.



4. Assessment Point

Assessment to cover the impacts of tourism on specialist tourism destinations (LA C)



3. Unit 6: Specialist Tourism

Students will research and analyse the scale, size and scope of specialist tourism in the travel and tourism industry, including key specialist providers, recent trends and types of specialist tourism.



5. Unit 5: Travel and Tourism Enterprises

Students will develop the skills needed to undertake research to identify a gap in the market for a new travel and tourism enterprise, create a plan and marketing strategy and carry out a pitch of the new idea to generate interest.



6. Assessment Window 2

Assessment to assess the travel and tourism enterprise pitch (LA C)