



Year 10 curriculum – Travel and Tourism – 2024-2025

	Autumn Term		Spring Term		Summer Term	
	1	2	1	2	1	2
Key Concepts	<p>The UK travel and tourism industry</p> <p>Students learn about different travel and tourism organisations and the products and services they offer. They consider their ownership and aims and explore the ways and reasons that organisations may work together.</p> <p>Students learn that the travel and tourism industry is very competitive, and that as a result, organisations need</p>	<p>Popular visitor destinations</p> <p>Students explore visitor destinations within the UK and beyond; learning about what features make destinations popular with tourists and how they support different types of tourism and tourist activities.</p> <p>Students have the opportunity to learn about different types of visitors and to research popular visitor destinations and the ways</p>	<p>Component 1 Assignment</p> <p>Students complete a series of tasks which will mirror the format and content of their first formal assignment later in the term. The students receive actionable feedback to these practice tasks.</p> <p>Students then complete five tasks as part of their Component 1 assignment:</p> <p>Task 1a – Students conduct research on the ownership, aims and products and services of a chosen travel and tourism organisation.</p> <ul style="list-style-type: none"> Task 1b - based on the research from Task 1a, students consider how and why the same travel and 		<p>Customer needs and travel trends</p> <p>Students learn that travel and tourism organisations need to meet the needs of many different types of customers. They learn about the importance of the time of year, budgets as well as different preferences</p> <p>Students investigate how market research is used by organisations to identify trends such</p>	<p>Meeting needs and preferences</p> <p>Students study ways in which travel and tourism organisations meet the needs and preferences of customers by offering a variety of products and services. They also consider how organisations use research to identify and respond to travel and tourism trends and consider how travel and tourism organisations meet</p>



	<p>to constantly adapt and update the products and services offered. They evaluate the advantages and disadvantages of consumer technologies that organisations use to stay competitive and investigate recent innovations that some organisations have already introduced.</p>	<p>people may travel there. They consider the suitability destinations and travel options for a variety of different visitors and develop research skills.</p>	<p>tourism org... with other organisations within the industry.</p> <ul style="list-style-type: none"> • Task 2 – Students use research skills to consider the types of consumer technologies used by organisations in the travel and tourism sector, the reasons why they are offered, and the advantages and disadvantages to customers. • Task 3a – Students are given a visitor profile, and explore how and why the features of a given destination are suitable for that visitor. • Task 3b – Students are given details of 3 travel routes for the visitor profile in Task 3a and identify advantages and disadvantages each route. 	<p>taken, when they are taken and where. They also consider the different ways organisations may respond to the trends identified. Whilst learning about the general and specific needs of different types of customers.</p>	<p>preferences. Students use their own research skills to find suitable information and plan a holiday for a specified customer all whilst developing transferable skills, such as research and analysis.</p>
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<p>Knowledge & Understanding (National Curriculum) <i>Skills are across the whole year.</i></p>	<p>Component 1 Learning Aim A</p> <p>Students will understand the major components of the UK travel and tourism industry and their roles. They will consider the products and services offered by different organisations within these components.</p> <p>Students will understand that travel and tourism organisations have a number of aims to ensure they remain competitive and stay in business. Organisations may have some similar aims whilst others will relate</p>	<p>Component 1 Learning Aim B</p> <p>Students will understand that there are different types of destinations in the UK and across the world. They will learn about the different features that can be found in visitor destinations and the extent to which specific features may contribute to a destination's popularity. Students will understand the different ways tourism can be categorised and will learn about the nature and meaning of different types of tourism. Students</p>	<p>Component 1 moderated</p> <p>The assessment is internally completed but externally moderated. The assessment gives students the opportunity to develop and demonstrate their broad knowledge and understanding of the travel and tourism sector, and builds relevant transferable skills such as research and communication skills.</p> <p>The assessment has been designed to allow the students to demonstrate application of the conceptual knowledge underpinning the sector through realistic tasks and activities.</p> <p>This style of assessment promotes deep learning through ensuring the connection between knowledge and practice. Each task focusses on:</p> <ul style="list-style-type: none"> • The development and application of core knowledge and 	<p>Learning Aim A</p> <p>Students will know the different types of market research used by organisations. They will understand when different types of research are used, the types of information they produce and the advantages and disadvantages of each.</p> <p>Students will understand how different types of market research are used by organisations to identify types of customers and their needs and preferences. They</p>	<p>Learning Aim B</p> <p>Students will understand the different needs, preferences and considerations of customers in relation to holidays and other travel and tourism products and services.</p> <p>Students will understand how the needs and preferences of different types of customers are met by travel and tourism organisations.</p> <p>Students will understand the characteristics of the different types of travel available.</p>
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	<p>specifically to their own business operations and customers. Learners will investigate the relationships between the products and services offered and organisations' aims.</p> <p>Students will understand that technology designed to be used by customers is known as consumer technology, and will explore the different types of consumer technology, and will explore its advantages and disadvantages.</p>	<p>will understand the general characteristics of the main types of visitors and the different compositions and age ranges to consider. They will evaluate the suitability of popular tourist destinations for different types of visitors. Students will understand the different types of travel and will use their knowledge of transport operators to explore the choices of travel available to access tourist destinations as well as the products and services offered and will be able to evaluate different</p>	<p>understanding of tourism organisations, tourist destinations.</p> <ul style="list-style-type: none"> • The development and application of skills such as researching types of tourist destination. <p>Non-exam internal assessment is delivered through set Assignments from the exam board. These assignments are marked by the student's teachers before being moderated by the exam board.</p>	<p>organisations could use this information to provide a variety of services and products to meet customer needs.</p> <p>Students will understand the importance for organisations of identifying changing trends in travel and tourism so they can develop products and services to meet changing, new or emerging markets. They will also know the different travel and tourism trends that organisations may research and monitor.</p>	<p>the extent to which different holiday types may meet customer needs and preferences.</p> <p>Students will know the different sources of information that can be used to help plan travel. They will learn about the need to check the reliability of different sources. They will undertake research to plan a trip for a specific customer or group of customers. They will produce a travel plan, additional information document and email to the customer.</p>
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Skills	R <i>Develop</i> RESILIENCE	Students will have their first experience of externally moderated coursework, and this will need to be of a good standard for them to achieve their goals. Feedback given throughout the year will be actionable but will always focus on how the student can improve and will encourage them to persevere.		
	A <i>Possess</i> AMBITION	Students will be encouraged to work hard to achieve and exceed their targets within curriculum checkpoints and externally moderated assessments.		
	I <i>Demonstrate</i> INTEGRITY	Students will be encouraged to take responsibility for their own work and attitude to learning, and will have regular opportunities for independent learning during lessons and assessments.		
	S <i>Embed</i> Self-Discovery	As a vocational course, students will have myriad opportunities to explore post-16 education, employment and training routes and will be learning transferable skills which will enable them to identify interests, passions and values outside of the classroom.		
	E <i>Display</i> EMPATHY	Students will regularly use each other as learning resources by working in pairs and groups and will share ideas and research to help each other complete tasks and curriculum checkpoints.		
Curriculum Links	Careers links. Geography – Trans-national corporations and development. Locational knowledge. Finance and business.			



Assessment	Curriculum checkpoint Component 1 Learning Aim A	Curriculum checkpoint Component 1 Learning Aim B	Mock compo Formal component 1 assignment (externally moderated)	Component 2 Learning Aim A	Component 2 Learning Aim B
Aspirations & Careers	The travel and tourism course encapsulates the learning of transferrable business skills, and these combined with the knowledge gained throughout the course can be used in careers far beyond those related to travel and tourism. The travel and tourism sector is one of the biggest employers in the world and has grown into a global market. This course gives students an excellent route into the sector.				