



Year 11 curriculum – Travel and Tourism – 2024-2025

	Autumn Term		Spring Term		Summer Term			
	1	2	1	2	1	2		
Key Concepts	<p style="text-align: center;">Component 2 Assignment</p> <p>Students complete a series of tasks which will mirror the format and content of their second and final 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 2 assignment, which is worth 30% of their final grade:</p> <ul style="list-style-type: none"> ● Task 1a – Students will consider the different market research methods that could be used by an organisation to identify customer needs. ● Task 1b – Students will use research skills to consider the different market research methods that could be used by an organisation to identify travel and tourism 		<p style="text-align: center;">Factors influencing global tourism</p> <p>Students will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors.</p> <p>Students will learn that there are many factors that may influence global travel and tourism, and they are constantly changing. They will explore how the impacts of severe weather events, political and economic factors,</p>		<p style="text-align: center;">Sustainability and destination management</p> <p>Students will explore the possible impacts of tourism on the people, economy and environment of destinations. They will consider impacts such as economic leakage, habitat loss and employment creation, and consider ways these can be managed by destinations, organisations and governments.</p> <p>Students will investigate how tourism may bring change to destinations over time and how destinations can encourage, manage and develop tourism.</p>		<p style="text-align: center;">Exam preparation</p> <p>In their final term, students will recall the knowledge, understanding and skills that have been acquired throughout each component of the course and apply this to practice exam-style questions and problems.</p> <p>They will then sit one external synoptic exam, usually towards the start of the exam window, which makes up the final 40% of their overall grade.</p>	



	<p>trends and suggest new products and services to meet these trends.</p> <ul style="list-style-type: none"> ● Task 2 – Students will consider how different types of travel and tourism organisations can meet the specific needs of customers. ● Task 3a – Students will develop a travel plan to meet the needs of a given customer’s needs and preferences. ● Task 3b – Students will create an additional information document to provide to the customer from Task 3a. <p>Factors influencing global tourism</p> <p>The students complete their Component 2 Assignment in week 12. In the final 3 weeks of the term the students will start Component 3 (see Spring Term 1).</p>	<p>and the popularity of a destination receives can affect the decisions visitors make and the way some travel and tourism organisations operate.</p>	<p>Students will also develop specific, transferable vocational skills in analysing information and making connections for a specific purpose.</p>	<p>will answer a variety of questions that will assess their understanding of factors influencing tourism in global destinations, the impact of tourism on global destinations, sustainability and destination management.</p>
<p>Knowledge & Understanding (National Curriculum) <i>Skills are across the whole year.</i></p>	<p>Component 2 Externally 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</p>	<p>Component 3 Learning Aim A</p> <p>Students will understand the positive and negative influences of different factors on global travel and</p>	<p>Component 3 Learning Aims B & C</p> <p>Students will understand the possible impact of tourism on global destinations. They will learn about the different types of</p>	<p>Component 3 Exam</p> <p>The synoptic exam has been designed to allow the students to demonstrate their knowledge and</p>



	<p>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 understanding of customer needs and travel trends. • The development and application of skills such as researching types of tourist destination. 	<p>tourism, and... factors can affect global tourist destinations and travel and tourism organisations. They will also learn about the factors that influence visitors and how these may affect their choice of destination. Students will understand the types of organisations that may respond to different factors and the ways in which they may respond. They will be able to relate these factors to specific contexts, including organisations, visitors and destinations. They will need to interpret data and graphical information in relation to these factors.</p>	<p>communities, economies and environments. They will know about the issue of sustainability and gain an understanding of how some global destinations aim to reduce the negative and increase the positive impacts of tourism.</p> <p>Students will understand that destinations may change over time and that tourism may be managed and developed differently, depending on whether the destination is an emerging or mature destination. They will understand the role of different organisations in managing and developing tourism, and the importance of partnership working to promote destinations, attract investment, manage destinations and develop new services and products.</p>	<p>travel and tourism sector derived from the entire course.</p> <p>The exam is designed to assess the students' knowledge and understanding of factors influencing tourism in global destinations, the impact of tourism on global destinations, sustainability and destination management.</p>
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Skills	<p>R <i>Develop</i> RESILIENCE</p>	<p>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. Preparation and completion of their external exam will require dedication and resilience to ensure they maximise their grade.</p>
	<p>A <i>Possess</i> AMBITION</p>	<p>Students will be encouraged to work hard to achieve and exceed their targets within curriculum checkpoints and externally moderated assessments, as well as their final external exam.</p>
	<p>I <i>Demonstrate</i> INTEGRITY</p>	<p>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.</p>
	<p>S <i>Embed</i> Self-Discovery</p>	<p>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.</p>
	<p>E <i>Display</i> EMPATHY</p>	<p>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.</p>



Curriculum Links	<p>Links between Components 1, 2 and 3. Careers links. Geography – Trans-national corporations and development. Locational knowledge. Finance and business.</p>			
Assessment	<p>Mock component 2 assignment Formal component 2 assignment (externally moderated)</p>	<p>Curriculum checkpoint Component 3 Learning Aim A</p>	<p>Curriculum checkpoint Component 3 Learning Aim A & B</p>	<p>External exam</p>
Aspirations & Careers	<p>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.</p>			