

Year 11 Travel and Tourism - Curriculum Overview – Holly Lodge Girls' College

		Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Title	Component 2: Customer Needs in Travel and Tourism	Component 2: Customer Needs in Travel and Tourism	Component 3: Influences on Global Travel and Tourism	Component 3: Influences on Global Travel and Tourism	Component 3: Influences on Global Travel and Tourism	
Year 11	Curriculum Content	<p>***PSA RELEASED - COMPONENT 2***</p> <p>C2 – Introduction to Component: Customer Needs in Travel and Tourism</p> <p>Read through Jan 2024 PSA and highlight key tasks, prep time and completion time</p> <p>C2 - LAA Types of market research (A1)</p> <p>Primary Research Methods</p> <p>Secondary Research Methods</p> <p>C2 – LAA How travel and tourism organisations may use market research to identify customer needs and preferences (A2)</p> <p>Types of customers and their needs</p> <p>Market segments and target markets</p> <p>Product development</p> <p>Measure customer satisfaction</p> <p>C2 - LAA How travel and tourism organisations may use research to identify</p>	<p>C2 – LAB How travel and tourism organisations provide different products and services to meet customers’ needs (B2)</p> <p>Products and services</p> <p>C2 – LAB Customer needs and different types of travel (B3)</p> <p>Leisure travel</p> <p>Corporate travel</p> <p>Specialist travel</p> <p>Visiting Friends and Relatives</p> <p>Day trips</p> <p>C2 PSA - Start Task 2 – How travel and tourism organisations meet customers’ needs (1.5 hours)</p> <p>C2 PSA – Completion of Task 2 – How travel and tourism organisations meet customers’ needs (1.5 hours)</p> <p>C2 LAB Travel Planning to meet customers’ needs and preferences (B4)</p> <p>Travel Planning</p> <p>Travel plans</p> <p>Breakdown of costs</p> <p>Additional information</p> <p>C2 PSA – Task 3a – Travel Plan (1 hour)</p>	<p>C3 – LAA Factors that influence global travel and tourism (A1)</p> <p>Economic Factors</p> <p>Political Factors</p> <p>Natural factors</p> <p>Media factors</p> <p>Safety and security factors</p> <p>Health risk factors</p> <p>Response to Factors: Travel and tourism organisations responses to factors</p> <p>Response to Factors: Government responses to factors</p> <p>C3 – LAA Factors that influence global travel and tourism (A2)</p> <p>Response to Factors: Voluntary organisations responses to factors</p> <p>Mock Test / DIRT</p> <p>C3 – LAB Impact of travel and tourism and sustainability (B1)</p> <p>Possible impacts of tourism: sociocultural impacts of tourism</p> <p>economic impacts of tourism</p> <p>environmental impacts of tourism</p> <p>C3 – LAB Impact of travel and tourism and</p>	<p>C3 – LAB Impact of travel and tourism and sustainability: Managing sociocultural impacts (B3)</p> <p>Educating visitors</p> <p>Infrastructure and transport, telecommunication networks, buildings, power supply, water and sewerage systems</p> <p>Engaging local communities in decision making, shared ownership, tourist taxes and funding community projects</p> <p>C3 – LAB Impact of travel and tourism and sustainability: Managing economic impacts (B4)</p> <p>How tourism can provide employment and training opportunities</p> <p>how visitors can support local communities</p> <p>C3 – LAB Impact of travel and tourism and sustainability: Managing</p>	<p>C3 – LAC Destination Management: Tourist Development (C1)</p> <p>Stages of Tourism</p> <p>Emerging destinations and their characteristics</p> <p>Mature destinations and their characteristics</p> <p>C3 – LAC The role of local and national governments in tourism development (C2)</p> <p>Reasons governments may want to develop tourism</p> <p>Governments roles in controlling tourism development</p> <p>C3 – LAC The importance of partnerships in destination management (C3)</p> <p>Types of partnership and their purpose</p> <p>Possible advantages of partnerships</p> <p>Possible disadvantages of partnerships</p> <p>Knowledge Retrieval Test</p> <p>DIRT on KR Test</p> <p>Mock Exam Papers</p>	

		<p>travel and tourism trends (A3) Visitor numbers by type Changing popularity of holiday types / destinations Changes to booking methods – advantages and disadvantages C2 PSA - Task 1a – How Organisations identify customers' needs (1 hour) C2 PSA - Task 1b – How organisations identify travel and tourism trends (1.5 hours) C2 – LAB Customers' needs and preferences (B1) Customer Travel and needs Desirable preferences</p>	<p>C2 PSA - Task 3b – Additional information document for customers (1 hour)</p> <p>***FINAL SUBMISSION OF C2 PSA TO TEACHER FOR MARKING***</p> <p>Yr 11 Mock Exams</p>	<p>sustainability: Sustainable tourism (B2) What is sustainable tourism?</p>	<p>environmental impacts (B5) Visitor management Traffic Management Controlling Planning Educating visitors Controlling resources Protection of natural areas vulnerable to high visitors Knowledge Retrieval Test DIRT on KR Test</p>	<p>***Final C3 Examination***</p>	
	Assessment	<p>Teacher observation Peer evaluation Peer feedback Teacher feedback DIRT Summative Assessment Internally marked and moderated by Pearson</p>	<p>Teacher observation Peer evaluation Peer feedback Teacher feedback DIRT Summative Assessment Internally marked and moderated by Pearson</p>	<p>Teacher observation Peer evaluation Peer feedback Teacher feedback DIRT Summative Assessment Internally marked and moderated by Pearson</p>	<p>Teacher observation Peer evaluation Peer feedback Teacher feedback DIRT Summative Assessment Internally marked and moderated by Pearson</p>	<p>Teacher observation Peer evaluation Peer feedback Teacher feedback DIRT Summative Assessment: Final external examination marked and moderated externally by Pearson</p>	