



							EOY Assessment Point
							HT1 – HT6
							HT6: Overarching unit intent:
							Component 2: Customer Needs in Travel and Tourism
							Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met
							B3 Customer needs and different types of travel
							B4 Travel planning to meet customer needs and preferences
							PSA Task 1a Research
							Catholic Social Teaching The common good
HT1:							HT5
							Overarching unit intent:
HT2:	Assessment Point Summative or AFL	HT3:	Overarching unit intent: Component 1 Travel and Tourism Organisations and Destinations	HT4:	Assessment Point: Summative or AFL	HT5	HT6: Overarching unit intent:
							Component 2: Customer Needs in Travel and Tourism
Overarching unit intent: Component 1 Travel and Tourism Organisations and Destinations	Learning outcome B: Explore popular visitor destinations	Practice PSA Component 1 Task 1A	Component 1 Travel and Tourism Organisations and Destinations	HT3 and HT4	Practice PSA Component 2 Task 1A	HT6: Overarching unit intent:	HT1 – HT6
							PSA Component 2 practice tasks
Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry Catholic Social Teaching The dignity of work and participation A1 The major components of the UK travel and tourism industry A2 The ownership and aims of travel and tourism organisations and how they work together	B1 Visitor destinations B2 Different types of travel and tourism activities Cultural Capital How do destinations attract visitors	Key Concepts	B3 Popularity of destinations with different visitor types B4 Travel options to access tourist destinations - Modes of transport, hubs and routes Careers Focus on the role of a travel agent in today's society PSA Task 1a Research PSA Component 1 Completion	Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends A1 Types of market research A2 How travel and tourism organisations may use market research to identify customer needs and preferences A3 How travel and tourism organisations may use research to identify travel and tourism trends	Key Concepts Learners will investigate how organisations use market research to identify travel and tourism trends and identify customer needs and preferences. They will apply their understanding by exploring how specific needs are met by organisations and how travel planning meets customer needs and preferences.	Component 2: Customer Needs in Travel and Tourism Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met B1 Customer needs and preferences B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences Catholic Social Teaching The common good	Key Concepts
							Learners will consider how organisations use research to identify and respond to travel and tourism trends and consider how travel and tourism organisations meet customer needs and preferences. Learners will research information and plan a holiday for a specified customer. Learners will develop transferable skills, such as research and analysis.

CURRICULUM MAP

Year 10

Travel and Tourism



ST JAMES'
CATHOLIC HIGH SCHOOL

A3 The role of consumer technology in travel and tourism

Careers

Investigate careers in the travel industry

A3 The role of consumer technology in travel and tourism								
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