

CURRICULUM MAP

Year 10

Travel and Tourism



ST JAMES'
CATHOLIC HIGH SCHOOL

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

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A3 The role of
consumer technology in
travel and tourism

Careers

Investigate careers in
the travel industry