



Travel & Tourism

OPTION - TECHNOLOGY	Content
Year 10 HT 1	<p>Component 1: Students learn about the different components of the Travel and Tourism industry such as tour operators, transport providers, accommodation and visitor attractions. Students develop knowledge of the products and services offered by the different organisations, how they meet the needs of different customers, adapt to trends and strive to be sustainable. Students explore how different sectors of the industry work together for mutual benefits and begin to understand the role of technology for travel and tourism organisations.</p>
Year 10 HT 2	<p>Component 1: Students learn about the different ownership categories of businesses, their aims and objectives. Students explore different types of tourism destinations and develop knowledge about the different reasons and motivations for traveling to these places. Students assess the needs of different groups of customers and evaluate how well facilities provide for these.</p>
Year 10 HT 3	<p>Component 1: Preparation for Internal Assessment Students will undertake a mock assessment to help support them in preparing for their first internal assessment worth 30% of their overall grade. Students will be given guidance on how to research and work independently to produce reports and presentations on their findings.</p>
Year 10 HT 4	<p>Component 1: Pearson Set Assessment 1 Students will be required to work in set time scales to research and make notes on 5 different tasks set by the exam board. Students will learn to meet deadlines and work independently as they create reports and/or presentations on their findings.</p>
Year 10 HT 5	<p>Component 2: Market research is the focus for the start of component 2. Students will learn about the different methods and tools that organisations use to gather information on their customers and how they use this to improve their products and services. Students will understand how travel and tourism businesses also use market research to identify changes and trends and will use and analyse industry reports and materials.</p>
Year 10 HT 6	<p>Component 2: Students will delve deeper into the needs of specific types of customer and the variety of products, services and facilities that different components of the travel and tourism industry provide to meet these needs. They will learn to match the right products and services to different customer profiles and assume the role of travel agents and travel advisors to research and make recommendations to ensure customer satisfaction.</p>
Year 11 HT 1	<p>Component 2: Preparation for Internal Assessment Students will undertake a mock assessment to help support them in preparing for their second internal assessment worth 30% of their overall grade. Students will be given guidance on how to research and work independently to produce reports and presentations on their findings.</p>
Year 11 HT 2	<p>Component 2: Pearson Set Assessment 2 Students will be required to work in set time scales to research and make notes on 5 different tasks set by the exam board. Students will learn to meet deadlines and work independently as they create reports and/or presentations on their findings.</p>
Year 11 HT 3	<p>Component 3: Students will learn about the different factors which influence the global travel and tourism industry including security, economics, politics, natural disasters and the media. Students will decipher and analyse reports, graphs, maps and industry materials and learn to extract relevant information from these. Students will explore how the industry responds to influencing factors, particularly those which can have negative impacts.</p>
Year 11 HT 4	<p>Component 3: The global travel industry can have a range of positive and negative impacts on both people and the environment and students will find out to what extent these impacts have helped or hindered different destinations. Students will discover how the negative impacts are managed and the role of sustainable tourism in our modern world.</p>
Year 11 HT 5	<p>Component 3: Students will explore how tourism destinations change and develop overtime and how local and national tourism management organisations work with those destinations and the local people to both encourage the growth of tourism and manage it to avoid problems and issues. Students will then prepare and revise for their only written exam which constitutes the remaining 40% of their final grade.</p>