

## KS4 Curriculum Plan 2022-2023

TOPIC	LP1	LP2	LP3	LP4	LP5
	<i>Component 1 - Travel and Tourism Organisations and Destinations – Internal coursework</i>	<i>Component 1 - Travel and Tourism Organisations and Destinations – Internal coursework</i>	<i>Component 1 - Travel and Tourism Organisations and Destinations – Internal coursework</i>	<i>Component 1 - Travel and Tourism Organisations and Destinations – Internal coursework</i>	<i>Component 2 - Influences on Global Travel and Tourism – External examination</i>
<b>Year 10</b> <i>Knowledge</i>	Learning Aim A - Investigate the aims of UK travel and tourism organisations.  Students will be able to describe the type and purpose of different travel and tourism organisations. They will understand how the purpose of each organisation contributes to the travel and tourism sector.	Component 1 - Travel and Tourism Organisations and Destinations – Internal coursework  Learning Aim A - Investigate the aims of UK travel and tourism organisations.  Students will understand the different aims of travel and tourism organisations, and how the aims interrelate.  Students will understand how UK travel and tourism organisations contribute to the UK economy. They will understand how the sector provides direct and indirect employment, and how growth or decline in tourism can affect infrastructure.	Learning Aim B - Explore travel and tourism and tourist destinations.  Students will be able to describe the different types of UK tourist destinations and give examples of the different features that would appeal to different types of visitors. Students will evaluate how far the different features of a destination contribute to its appeal for visitors.	Learning Aim B - Explore travel and tourism and tourist destinations.  Students will understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers	Learning Aim A - Factors that influence global travel and tourism.  Students will understand the positive and negative influences of different factors on global travel and tourism, and how these 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.
<i>Skills</i>	Students will produce and deliver a presentation, with speaker notes and visual aids, how a chosen travel and tourism organisation works with at least two other organisations and how these relationships help it to meet its purpose and aims. <b>ICT</b> – Students will enhance their ICT skills and use computers and the internet to undertake research on a chosen organisation and to create a presentation. Students will produce an information pack that evaluates the appeal of the destination for different types of visitors. Students will continue to enhance their ICT skills and use computers and the internet to undertake research on a chosen UK destination and to create an information pack.				
<i>Key Vocab</i>	Aims, objectives, private, voluntary, profit, non-for-profit, national, customer base and organisational purpose.	Economy, financial aims, strategic aims, planning, employment and tourism levels.	Destinations, tourist requirements, organisations, holidays types, appeal, transportation and holiday type.	Holiday plan, brochures, holiday information, destination information and customer needs.	Global, national, local, influences, tourism, destinations and influential factors.

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	<i>Component 2 - Influences on Global Travel and Tourism – External examination</i>	<i>Component 2 - Influences on Global Travel and Tourism – External examination</i>	<i>Component 2 - Influences on Global Travel and Tourism – External examination</i>	<i>Component 3 - Customer Needs in Travel and Tourism – Internal coursework</i>	<i>Component 3 - Customer Needs in Travel and Tourism – Internal coursework</i>
<b>Year 11</b> <i>Knowledge</i>	Learning Aim B - Impact of travel and tourism and sustainability  Students will understand the possible negative and positive impact of tourism and visitor activities on global destinations. They will learn about the different types of impacts that may affect local communities and environments at global destinations.	Learning Aim B - Impact of travel and tourism and sustainability  Students will know about the issue of sustainability. They will gain an understanding of how some global destinations aim to minimise the negative impacts of tourism and maximise the positive impacts of tourism to achieve sustainable tourism.  Students will know that sustainable tourism includes low-impact tourism that protects the natural, cultural and heritage environments for future generations. Students will also understand how governments and travel and tourism organisations can achieve sustainable tourism while meeting the needs of	Learning Aim C - Destination management  Students will understand that the appeal and characteristics of some global destinations may change over time. Students will understand that increased numbers of visitors and the development of visitor's facilities, amenities and infrastructure may influence destinations negatively or positively.  Students will learn the different stages of the Tourist Area Life Cycle (TALC). They will understand the suitability of emerging and mature destinations for different holiday and visitor types.	Learning Aim A: Investigate how organisations identify travel and tourism trends.  Students will know the meaning of the different types of market research carried out by organisations. They will understand when different types of research are used and the types of information they are used for.	Learning aim B: Explore how to meet the needs and preferences of travel and tourism customers.  Students will understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers in order to meet financial and strategic aims. Students will assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.
<i>Skills</i>	Learners will demonstrate knowledge and understanding of the factors influencing travel and tourism organisations, destinations, visitors and the potential impacts of tourism on destinations and sustainable tourism. Students will make connections between influencing factors on global travel and tourism, the potential impacts of tourism on destinations, and destination management. Learners will then analyse information to make recommendations on how to manage tourism in global destination. Students will produce a written report that assesses how a chosen organisation has used market research information on travel and tourism trends to adapt its products and services to meet customer needs, preferences and considerations. <b>ICT</b> – Students will enhance their ICT skills and use computers and the internet to undertake research and create a report. Learners will assess a set of customers' needs and preferences, then produce draft email responses for each customer and a written holiday plan for one of the customers. Students will enhance their ICT skills and use computers and the internet to undertake research on different package holidays and create a written holiday plan.				
<i>Key Vocab</i>	Impacts, tourism, destinations, global, external, internal and sustainability.	Environment, economy, employment, local economy, natural and cultural.	TALC, holiday types, visitor types, destinations and facilities.	Customer needs, customer preferences, customer trends, tourism-based organisations and research.	Age, requirements, preferences, products, services, traveller types, organisational aims and family needs.