

Curriculum Map 2020-21

Subject: Travel and Tourism (Recovery Curriculum adapted)

| | | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
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| Year 12 | Assessment task(s)/title(s) | <ol style="list-style-type: none"> 1. Baseline Assessment 2. Learning Aim A Assessment 3. Learning Aim B Assessment 4. Learning Aim C Assessment 5. Assessment 5 – Unit 1 Past Paper | | <ol style="list-style-type: none"> 1. Learning Aim A Assessment 2. Learning Aim B Assessment 3. Learning Aim C Assessment 4. Unit 1 Past Paper | | Revision for Unit 2 Exam and Unit 1 resits | <ul style="list-style-type: none"> • Assignment 1 • Assignment 2 • Assignment 3 |
| | Key knowledge | <ul style="list-style-type: none"> • To understand the types of Tourism • To understand the types of Travel • To understand the types of Travel and Travel customers • To understand the ownership aims • To understand the key sectors of the Travel and Tourism industry • To understand the Inter-relationships and interdependencies in the Travel and Tourism industry • To understand the role of Technology in Travel and Tourism • To understand the importance of the UK as a global destination • To understand the employment in Travel and Tourism • To understand the importance of Visitor numbers • To understand the nature of Income and Spending in the Travel and Tourism industry • To understand produce development and innovation • To understand how other factors, affect organisations in the Travel and Tourism | | <ul style="list-style-type: none"> • To how a good geographical awareness of major features • To understand the features and appeal of destinations • To understand the appeal of different types of Tourism • To understand the different types of gateways and transport hubs and their facilities • To understand the potential advantages and disadvantages of transport routes • To understand how to travel plan • To understand travel itineraries • To understand the cost factor • To understand the types of customers and their needs • To understand how customer trends, affect global destinations • To understand the motivating and enabling factors affecting the appeal of destinations • To understand the different factors that affect popularity i.e. Political factors, economic climate, Accessibility, Image, Changing | | | <ul style="list-style-type: none"> • To understand types of visitor attractions • To understand the scale and appeal of visitor attractions • To understand how attractions are funded • To understand the importance of addition revenue • To understand the diverse expectations of different visitors • To understand the products and services provided • To understand the ways to meet and exceed expectations • To understand the use of technology • To understand the strategies for responding to competition |

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| | | <ul style="list-style-type: none"> To understand the responses of travel and tourism organisations | markets, Natural disasters and climate | | |
| | Vocabulary instruction | Domestic, Inbound and Outbound Tourism Leisure, Corporate, specialist travel, day trips tourism Private, public and voluntary Ownership Transport hubs Tour operators, Travel agents, accommodation, Trade associations Vertical and Horizontal integration | Continents, countries, altitude, latitude, Butler's tourist life cycle, gateways, hubs, transport, itineraries, costs, exchange rates, supplements, economic, culture | | Visitor attractions, scale, scope, appeal, external organisations, self-funded organisations, revenue, market research, brand loyalty |
| | Subject-specific strand(s) | Unit 1 – The World of Travel and Tourism | Unit 2 – Global Destinations | | Unit 9 – Visitor Attractions |

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| Year 13 | Assessment task(s)/title(s) | Unit 9 – Visitor Attractions cont.. | <ul style="list-style-type: none"> Assignment 1 Assignment 2 | | | | |
| | Key knowledge | See information from the end of year 12 | <ul style="list-style-type: none"> To understand the interrelationships between marketing and customer service in Travel and Tourism organisations To understand the factors that influence customer decisions and meeting needs To understand the marketing mix used by Travel and Tourism organisations To understand potential impacts of the marketing mix To understand the role of marketing in different Travel and Tourism organisations To understand how marketing contributes to the success of Travel and Tourism organisations To understand the influences on marketing activity To understand how to collect market research To understand how to analyse market research data To understand how to identify a new product using that data To design a promotional campaign To produce promotional materials and activities | | | | |

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| | Vocabulary instruction | | Relationships, Inter-relationships, Marketing principles, Customer service, communications Product life cycle, branding, promotion SMART targets Mass and Niche market External and internal factors Globalisation | |
| | Subject-specific strand(s) | | Unit 3 – Principles of Marketing in Travel and Tourism | |