

Long Term Curriculum Planning		
BTEC Tech Award Travel and Tourism		
	Year 10	Year 11
Autumn A Topic	<p><b>Component 1A Demonstrate an understanding of the UK travel and tourism industry</b></p>	<p><b>Component 2B: Recognize how the needs and preferences of travel and tourism customers are met.</b></p>
Autumn A knowledge	<p><b>A1 The major components of the UK travel and tourism industry.</b></p> <p>Introduction Tour Operators Accommodation Visitor Attractions Tourism Development Transport</p> <p><b>A2 The ownership and aims of travel and tourism organisations and how they work together.</b></p> <p>Transport Ownership of Organisations Aims of Organisations Working Together</p> <p><b>A3 The role of consumer technology in travel and tourism</b></p> <p>Role of Technology</p>	<p><b>B1 Customer Needs and Preferences</b></p> <p>Customer needs and preferences Accommodation requirements Responsible Tourism Desirable Preferences</p> <p><b>B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences</b></p> <p>Pricing and Booking Options Child friendly, accessible and pet friendly destinations.</p> <p><b>B3 Customer needs and different types of travel</b></p> <p>Customer needs for corporate and specialist travel Leisure travel &amp; visiting friends and relatives</p> <p><b>B4 Travel planning to meet customer needs and preferences</b></p> <p>Researching suitable destinations Planning a holiday to meet customer needs</p>

<p><b>Autumn A</b></p> <p><b>Assessment Opportunities</b></p>	<p><b>Practice Questions – Tour Operators, Accommodation Providers, Ownership and Aims</b></p> <p><b>Preparation for Task from mock PSA</b></p> <p><b>Component 1A Summative Assessment</b></p> <p><b>Fix it Sheets</b></p>	<p><b>Practice Task – Meeting Customer Needs and Preferences</b></p> <p><b>Component 2B Summative Assessment</b></p> <p><b>Fix it Sheet</b></p>
<p><b>Autumn B Topic</b></p>	<p><b>Component 1B Explore popular visitor destinations</b></p>	<p><b>Component 2 Official Pearson PSA</b></p>
<p><b>Autumn B</b></p> <p><b>Knowledge</b></p>	<p><b>B1 Visitor Destinations</b></p> <p><b>Types of destinations</b></p> <p><b>Features of destinations</b></p> <p><b>Natural Visitor Attractions</b></p> <p><b>Facilities</b></p> <p><b>Climate</b></p> <p><b>B2 Different types of tourism and tourism activities</b></p> <p><b>Domestic</b></p> <p><b>Inbound</b></p> <p><b>Outbound</b></p> <p><b>Leisure</b></p> <p><b>Business</b></p> <p><b>B3 Popularity of destinations with different visitor types</b></p> <p><b>Families</b></p> <p><b>Couples</b></p> <p><b>Business</b></p> <p><b>Leisure</b></p> <p><b>Groups</b></p> <p><b>B4 Travel options to access tourist destinations</b></p>	<p><b>Formal supervision of the official Pearson PSA</b></p>

	<b>Road</b> <b>Rail</b> <b>Air</b> <b>Sea</b>	
<b>Autumn B</b>  <b>Assessment Opportunities</b>	<b>Mock Exam</b> <b>Component 1B Summative Assessment</b> <b>Fix it Sheets</b> <b>Suitability of Travel Options practice exam question.</b>	<b>Component 2 PSA Tasks 1-5 - Assignment</b>
<b>Spring A</b> <b>Topic</b>	<b>Practice PSA</b> <b>Component 1 official Pearson PSA</b>	<b>Component 3A Factors that Influence global travel and tourism</b> <b>3B Impact of travel of tourism and sustainability</b>
<b>Spring A</b> <b>Knowledge</b>	<b>Preparation of the Pearson PSA</b>	<b>A1 Factors influencing global travel and tourism</b> <b>Economic factors</b> <b>Political factors</b> <b>Natural factors</b> <b>Media influence</b> <b>Safety and security</b> <b>Health risks</b>  <b>A2 Response to factors</b> <b>Organisation responses to factors</b> <b>Government responses</b> <b>Voluntary responses</b>  <b>B1 Possible impacts of tourism</b> <b>Sociocultural impacts</b> <b>Economic impacts</b> <b>Environmental impacts</b>  <b>B2 Sustainable tourism</b> <b>What is sustainable tourism</b> <b>Aims of sustainable tourism</b>

Spring A Assessment Opportunities	Tasks 1 – 5 of the Mock PSA – mock assignment	Component 3A and 3B Practice Questions Factors influencing tourism and impacts Fix it Sheet
Spring B Topic	Component 1 official Pearson PSA	Component 3B Impact of Travel and Tourism and Sustainability Component 3C Destination Management
Spring B Knowledge	Formal supervision of the PSA	<p>B3 Managing sociocultural impacts B4 Managing economic impacts B5 Managing environmental impacts</p> <p>C1 Tourism Development Butler Model Emerging destinations Mature destinations.</p> <p>C2 The role of local and national governments in tourism development Infrastructure and funding Taxes rules and legislation</p> <p>C3 The importance of partnerships in destination management Importance of partnerships Destination management organisations Advantages and disadvantages of partnerships</p>
Spring B Assessment Opportunities	Official PSA Assessment and Moderation	Component 3 Mock Exam – Summative Assessment Component 3 Mock Exam Fix it Sheet
Summer A Topic	Component 2A Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends	Component 3 Exam Preparation and Revision
Summer A Knowledge	<p>A1 Types of market research</p> <p>Primary Secondary</p> <p>A2 How travel and tourism organisations may use market research to identify customer needs and preferences.</p>	Component 3 Exam Preparation and Revision

	<p><b>Customer Needs</b>  <b>Market Segmentation</b>  <b>Product Development</b>  <b>Measuring Customer Satisfaction</b></p> <p><b>A3 How travel and tourism organisations may use research to identify travel and tourism trends.</b></p> <p><b>Product Development</b></p>	
<b>Summer A Assessment Opportunities</b>	<b>Practice Task – Travel and Tourism Trends</b> <b>Component 2A Summative Assessment</b> <b>Fix it Sheet</b>	<b>Practice and Revision Activities</b>
<b>Summer B Topic</b>	<b>Practice PSA task – Component 2</b>	<b>Component 3 Exam Preparation and Revision</b>
<b>Summer B Knowledge</b>	<b>Practice PSA task – Component 2</b>	<b>Component 3 Exam Preparation and Revision</b>
<b>Summer B Assessment Opportunities</b>	<b>Practice Assignment - Tasks 1-5</b>	<b>Practice and Revision Activities</b> <b>Component 3 Synoptic Exam</b>