Travel and Tourism Year 10 Curriculum End Points and key vocabulary

	Autumn term	Spring term	Spring term	Summer term
Unit of Work	**Component 1**: Travel and Tourism Organisations and Destinations (Recommend learning hour 36 hours)		**Component 2**: Customer Needs in Travel and Tourism (Recommend learning hour 36 hours)	
Ethos links	**STEM-** • How has technology integrated into the tourist industry? • How has changed in intentional air travel allowed for higher rates of tourism? • How can spreading technology allow people from all background access different holiday experiences? • **Sustainability-** • How can we reduce the carbon dioxide emissions linked to the tourism industry? • How can different transport routes be used to be sustainable? • How has changing costs allowed for a growth in the number of outbound tourism? **Global Challenges-** • How can people still go and have experiences but minimise impact to the planet? • How can we conserve culture though tourism? • How can global events cause changes in the tourism industry?		**STEM-** • How to use a range of technologies to be able to identify customers in the travel and tourism industry. • How to apply statistics to market research data. • Understand how technological developments have enabled a range of customers to be able to access travel and tourism services such as individuals with disabilities. **Sustainability-** • Consider how sustainability can be a contributing factor for customer travel needs. • Consider how sustainability can be a desirable preference for travellers. • To look at how travel organisations can use sustainability as a way of promoting their company. **Global Challenges-** • Consider how customer travel needs and preferences have shaped key tourist locations globally. • Consider how the different types of travel and number of trips can have a wider impact on the environment.	

Subject knowledge end points	By the end of this unit students will know and understand: • Give examples of aims. • Give examples of types of promotion. • Give reasons why visitors want to go to different attractions. • Identify different features that visitors can access when on holiday. • Identify different form of transport. • Identify different forms of accommodation. • Identify different forms of ownership. • Identify reasons behind visiting different locations. • Identify that tourism can work at different scales. • Identify types of destinations that receive visitors. • Identify what a travel agent is. • Identify what an ancillary service is. • Identify what business tourism is. • Identify what leisure tourism is. • Sate different ways to access tourism. • Sate suitability of different transport routes. • Sate the importance of transport. • Sate what a transport hub is. • State advantages and disadvantages of the use of technology. • State examples of technology use in the tourist sector. • State what a tour operator is. • State what an Interdependencies is. • State what an Interrelationships is.	By the end of this unit students will know and understand: • Identify changes in cost of travel. • Identify customer travel needs and requirements. • Identify examples of desirable preferences. • Identify how additional information can be Promoted to engage consumers. • Identify products and services that are required for consumers. • Identify the meaning of primary research. • Identify the meaning of Secondary research. • Identify what corporate travel is. • Identify what day trips are. • Identify what leisure travel is. • Identify what product development is. • Identify what Specialist travel is. • Identify what VFR travel is. • Identify who consumes are. • Sate different forms of travel planning. • State what a trend in tourism is.
Skills end points	By the end of this unit students will develop their ability to: • **Cartographic**- Students will use their basic map skills learned in KS3 to be able to apply to a range of distribution maps linking to tourist numbers, and different forms of tourism taking place. A range of styles will be shown, and students will have to be able to intemperate each map using a key.	By the end of this unit students will develop their ability to: • **Cartographic**- Students will be able to sue their skills range of map skills (KS3) and be able to start applying their skills to more complex distribution representation. • **Graphical skill**-to use a range of graphs to be able to make judgements (KS3) and will be able to use large data sets on a regional level to make judgments. Students will be able to start to

	• **Graphical skill**- Students will be able to further their understanding of different forms of data presentation, students will increase their ability to interpret days and apply subject knowledge to gain meaning. • **Presentation**- Students will start to be able to use appropriate methods to display secondary data and understand the importance of presentation for promotional material in the tourist industry. • **Processes**- Students will start to understand the foundational concepts of the tourist industry. • **Written responses**- Students will start to be exposed to the different forms of written communication they will need to be able to demonstrate thought-out their GCSE. • **Critical thinking**- Students will start to question why things occur and will start to look for answers in a range of different policies.	understand data from a wide array of sources and how this can give a more comprehensive meaning. • **Presentation**- Students will be able to interpret a range of presentational methods in figures to be able to get evidence to use in exam questions. • **Processes**- Students will be able to understate how step-by-step processes work. • **Written responses**- Students will be able to confidently answer lower mark questions and will be able to have a consistence approach to longer answer questions. • **Critical thinking**- Students will be able to clearly see connections between areas of the GCSE course and start to use synoptic links with greater accuracy.
Literacy	• Accommodation • Ancillary services • Business tourism • Consumer • Destination • Domestic tourism • Heritage • Inbound • Inbound tourism • Interdependencies • Interrelationships • Leisure • Leisure tourism • Mass market • Outbound • Outbound tourism • Primary Product • Private ownership • Promotion • Public ownership • Sustainability	• Consumer • Corporate travel • Customer • Customer satisfaction • Desirable preference • Destinations • Excursions • Facilities • Leisure travel • Market research • Market segment • Day trips • Preference • Primary research • Product development • Products • Qualitative data • Quantitative data • Secondary research • Services • Specialist travel

- Transport - Transport hubs - Travel Agents - Visitor - Voluntary ownership	VFR