Year 11 TRAVEL & TOURISM Curriculum End Points and Key Vocabulary

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Units of Work	**Component 2**: Customer Needs in Travel and Tourism		**Component 3**: Influences on Global Travel and Tourism			
Ethos Links	**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.		**STEM-** • Look into howe technological change has impact the ability for people o cross political boundaries. • How can new technology be used to maintain the environmental impact form tourism. **Sustainability-** • How can natural environments be used and maintained while being used for tourism and to generate income. • Look into the social cultural impact of tourism and how communities traditions need to be protected and maintained. • Look into what sustainable tourism is and how this can be used to project areas while still making a profit.			
Learning End Points	By the end of this unit students will know and understand: • Investigate how organisations identify travel and tourism trends • Types of market research • How travel and tourism organisations use research to identify customer needs • Travel and tourism trends • Customer needs, preferences and considerations • Explore how to meet the needs and preferences of travel and tourism customers		By the end of this unit, students will know and understand: • Economic Factors • Political Factors • Natural Disasters • Media and Publicity • Safety and Security concerns • Health risks and precautions • The names of key organisations involved in travel and tourism and the ways in which these organisations respond • Travel and tourism organisations possible responses / Government (Local, national or regional) / Voluntary organisations • Social impacts of tourism on destinations			

	• Providing travel and tourism products and services to meet different customer needs • Planning a holiday to meet customer needs and preferences	• Economic impact of tourism • Environmental impact of tourism • How to manage impacts of tourism • Visitor education • Improved infrastructure • Planning controls / Legislation and regulations / Visitor education • Impact of travel and tourism and sustainability • Sustainability and managing environmental impacts • Destination management • Tourism development • The role of local and national governments in destination management • The importance of partnerships in destination management	
		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 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.	
Key Vocabulary	• All-inclusive • Conservation • Consumer • Corporate travel • Customer • Customer satisfaction • Desirable preference • Destinations • Domestic tourist • Excursions • Facilities • Leisure travel • Market research • Market segment • Multi-centre • Outbound tourist • Preference • Primary research • Product development • Products • Qualitative data • Quantitative data		

	- Short-breaks - Secondary research - Services - Specialist travel - Touring - Visitor - VFR