





KS4 TECH Award Travel and Tourism – Curriculum Intent

Through studying Travel and Tourism we start to see the world in a new light, knowing that anything is possible and that through hard work and determination we can truly be whoever we want to be.

SKILL	LOGO	YEAR 9	YEAR 10	YEAR 11	LINKS TO SPECIFICATION
Learn and Develop		N/A	<p>Unit of Study: Component 1 and 2: Assessment: Component 1 – Travel and Tourism Organisations and Destinations Component 2 – Influences on Global Travel and Tourism Bright Sparks: Component 1 - Developing knowledge on level 2 application. Briefing and developing students' knowledge on how to develop responses to the following merit and distinction criteria:- M1 – Discuss the aims of the organisation and how working with other organisations enables it to meet its aims. M2 – Discuss how the features of the chosen tourist destination contribute to its appeal for visitors. D1 – Assess the extent to which an organisation meets its aims through working with other organisations. D2 – Evaluate the appeal of the chosen tourist destination for different visitor types. Component 2 – Access to practice exam papers and setting of higher marked questions for independent workers.</p>	<p>Unit of Study: Component 3: Assessment: Customer Needs in Travel and Tourism Bright Sparks: Access to merit and distinction criteria:- M1 – Discuss how the travel and tourism organisation has responded to information about customer trends to adapt its products and services to meet customer needs, preferences and considerations, with detailed examples. D1 – Assess how effectively the travel and tourism organisation has responded to information about customer trends to adapt its products and services to meet customer needs, preferences, and considerations, with detailed and relevant examples. M2 – Analyse customer needs and preferences to select appropriate products and services, and produce a detailed holiday plan that meets all customer needs and preferences, with valid reasons. D2 – Assess customer needs and preferences to select appropriate products and services, and produce a considered holiday plan that meets all customer needs and preferences, justifying decisions made.</p>	<p>Tech Award Component 1 and 2 Learning Aims:</p> <ul style="list-style-type: none"> • Component 1 - Investigating aims of the UK travel and tourism industry • Component 1 - Exploring travel and tourism destinations • Component 2 – A: Factors influencing global travel and tourism. • Component 2 – B: Impact of travel and tourism and sustainability. • Component 2 – C: Destination Management <p>Tech Award Component 3 Learning Aims:</p> <ul style="list-style-type: none"> • A: Investigate how organisations identify travel and tourism trends. • B: Explore how to meet the needs and preferences of travel and tourism customers.
Research and Plan		N/A	<p>Unit of Study: Component 1 and Component 2 Assessment: Component 1 - Investigating aims of the UK travel and tourism industry Component 1 - Exploring travel and tourism destinations Component 2 – A: Factors influencing global travel and tourism. Component 2 – B: Impact of travel and tourism and sustainability. Component 2 – C: Destination Management Bright Sparks: Component 1 - Assess to mapping information needed for merit and distinction criteria. Students will access information and begin to strategically plan extensions on pass tasks. Student will focus heavily on analysis and evaluation at this point. Component 2 – Access to practice exam papers and feedback in relation to techniques and application. Students should be able to master the expectations for exam application for influences on global travel and tourism.</p>	<p>Unit of Study: Component 3 Assessment: Tech Award Component 3 Learning Aims: A: Investigate how organisations identify travel and tourism trends. B: Explore how to meet the needs and preferences of travel and tourism customers. Bright Sparks: Component 3 - Assess to mapping information needed for merit and distinction criteria. Students will access information and begin to strategically plan extensions on pass tasks. Student will focus heavily on analysis and evaluation at this point.</p>	<p>Tech Award Component 1 and 2 Learning Aims:</p> <ul style="list-style-type: none"> • Component 1 - Investigating aims of the UK travel and tourism industry • Component 1 - Exploring travel and tourism destinations • Component 2 – A: Factors influencing global travel and tourism. • Component 2 – B: Impact of travel and tourism and sustainability. • Component 2 – C: Destination Management <p>Tech Award Component 3 Learning Aims:</p> <ul style="list-style-type: none"> • A: Investigate how organisations identify travel and tourism trends. • B: Explore how to meet the needs and preferences of travel and tourism customers.
Apply and Submit		N/A	<p>Unit of Study: Component 1 and Component 2: Submission and External Exam Application Assessment: Component 1 – Assignment 1 P1 – Describe the type, ownership, purpose and main aims of a travel and tourism organisation. P2 – Explain how working with other organisations helps the organisation meet its aims, including relevant examples. M1 – Discuss the aims of the organisation and how working with other organisations enables it to meet its aims. D1 – Assess the extent to which an organisation meets its aims through working with other organisations. Component 1 – Assignment 2 P3 – Explain how the main features of chosen destination appeal to visitors. P4 – Describe the types of visitor who visit the destination and their reasons for travel, with detailed examples. M2 – Discuss how the features of the chosen tourist destination contribute to its appeal for visitors. D2 – Evaluate the appeal of the chosen tourist destination for different visitor types. Component 2 – External Assessment Component 2 – A: Factors influencing global travel and tourism. Component 2 – B: Impact of travel and tourism and sustainability. Component 2 – C: Destination Management Bright Sparks: Access and expectations to submit merit and distinction work on first submission. Promotion of independent learning and choosing of own travel and tourism organisation where possible. Meeting deadlines and submitting work independently as per AHS submission procedures.</p>	<p>Unit of Study: Component 3: Submission of course work Assessment: Component 3 – Assignment 1 P1 – Explain how a selected travel and tourism organisation uses market research to identify customer trends. P2 – Explain how the organisation has responded to customer trends to meet customer needs, preferences and considerations, with relevant examples. M1 – Discuss how the travel and tourism organisation has responded to information about customer trends to adapt its products and services to meet customer needs, preferences and considerations, with detailed examples. D1 – Assess how effectively the travel and tourism organisation has responded to information about customer trends to adapt its products and services to meet customer needs, preferences, and considerations, with detailed and relevant examples. Component 3 – Assignment 2 P3 – Explain how selected products or services will meet most needs and preferences of customers in given scenarios, with valid examples. P4 – Prepare a holiday plan that meets most customer needs and preferences for a given scenario. M2 – Analyse customer needs and preferences to select appropriate products and services, and produce a detailed holiday plan that meets all customer needs and preferences, with valid reasons. D2 – Assess customer needs and preferences to select appropriate products and services, and produce a considered holiday plan that meets all customer needs and preferences, justifying decisions made. Bright Sparks: Access and expectations to submit merit and distinction work on first submission. Promotion of independent learning and choosing of own travel and tourism organisation where possible. Meeting deadlines and submitting work independently as per AHS submission procedures.</p>	<p>Tech Award Component 1 and 2 Learning Aims:</p> <ul style="list-style-type: none"> • Component 1 - Investigating aims of the UK travel and tourism industry • Component 1 - Exploring travel and tourism destinations • Component 2 – A: Factors influencing global travel and tourism. • Component 2 – B: Impact of travel and tourism and sustainability. • Component 2 – C: Destination Management <p>Tech Award Component 3 Learning Aims:</p> <ul style="list-style-type: none"> • A: Investigate how organisations identify travel and tourism trends. • B: Explore how to meet the needs and preferences of travel and tourism customers.
Review, Reflect and Correct		N/A	<p>Unit of Study: Component 1 Assessment: Component 1 - Investigating aims of the UK travel and tourism industry Component 1 - Exploring travel and tourism destinations Component 2 – Global travel and tourism Bright Sparks: Independent application to corrections and re-submission of coursework elements within Component 1. Making notes on verbal feedback to ensure understanding is obtained before close of re-submission window. Commenting on work completed and reflecting on objectives met. Component 2 – Review and reflect on examination questions and outcomes, working to continually improve answers given within the practice and actual exam papers.</p>	<p>Unit of Study: Component 3 Assessment: A: Investigate how organisations identify travel and tourism trends. B: Explore how to meet the needs and preferences of travel and tourism customers. Bright Sparks: Independent application to corrections and re-submission of coursework elements within Component 3. Making notes on verbal feedback to ensure understanding is obtained before close of re-submission window. Commenting on work completed and reflecting on objectives met.</p>	<p>Tech Award Component 1 and 2 Learning Aims:</p> <ul style="list-style-type: none"> • Component 1 - Investigating aims of the UK travel and tourism industry • Component 1 - Exploring travel and tourism destinations • Component 2 – A: Factors influencing global travel and tourism. • Component 2 – B: Impact of travel and tourism and sustainability. • Component 2 – C: Destination Management <p>Tech Award Component 3 Learning Aims:</p> <ul style="list-style-type: none"> • A: Investigate how organisations identify travel and tourism trends. • B: Explore how to meet the needs and preferences of travel and tourism customers.