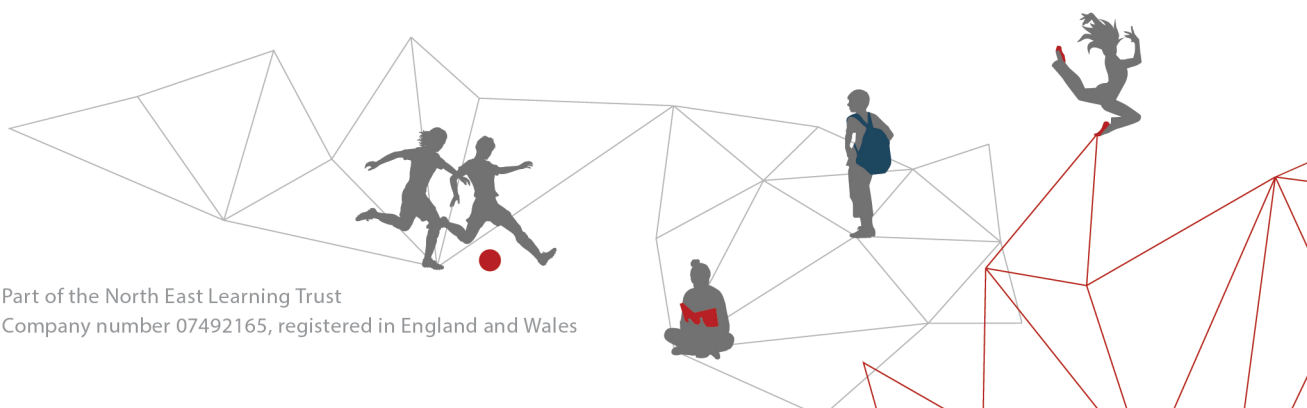


VOCATIONAL STUDIES TRAVEL AND TOURISM

| Year | Term | Units of work | Assessment |
|------|------|---|---|
| 9 | 1 | Unit 1 The Uk Travel and Tourism Sector Learning Aim A: Understand the UK travel and tourism sector and its importance to the UK economy | Past paper questions on types of tourism, types of travel, and principles of sustainable tourism, importance of the travel and tourism sector to the UK economy. |
| | 2 | Unit 1 The Uk Travel and Tourism Sector Learning Aim B: Know about the industries, and key organisations, within the travel and tourism sector, their roles and responsibilities | <p>Past paper questions on B1 Industries in the Travel and Tourism sector (Tour operators, Travel agents, online travel services, passenger transport, accommodation and visitor attractions, arts and entertainment.</p> <p>Past paper questions on B2 key organisations in the travel and tourism sector (Trade and professional bodies, ancillary organisations</p> <p>Past paper questions on B3 types of organisations in the travel and tourism sector (Private, public and voluntary)</p> <p>Past papers questions on B4 the interrelationships between travel and tourism organisations (common ownership, vertical and horizontal integration), commercial partnerships advantages and disadvantages.</p> |
| | 3 | Unit 1 The Uk Travel and Tourism Sector Learning Aim C: understand the role of consumer technology in | Past paper questions on C1 the role of consumer technology (airports, visitor attractions, accommodation, mobile apps, electronic and mobile ticketing, websites |



| | | | |
|--|--|-------------------------------|--|
| | | the travel and tourism sector | |
|--|--|-------------------------------|--|

| Year | Term | Units of work | Assessment |
|------|------|--|---|
| 10 | 1 | <p>Unit 2: The UK Travel and Tourism Destinations</p> <p>Learning Aim A: Know UK Travel and Tourism destinations and gateways</p> <p>Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors</p> | <p>P1 Accurately located 4 travel and tourism destinations from each destination category</p> <p>P2 Identify and accurately locate 6 gateway airports and 4 seaports in the UK, including a typical passenger route for each.</p> <p>M1 Plan in detail one route or road travel, one route of rail travel in and around the UK.</p> <p>P4 Describe how one UK town or city destination, one seaside resort and one countryside area can appeal to two different types of visitors</p> |
| | 2 | <p>Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors</p> <p>Learning aim C: Plan UK holidays to meet the needs of different visitors</p> | <p>M2 recommend how one UK destination might be able to increase its appeal to different types of visitors</p> <p>D1 Justify own recommendation as to how one UK destination might be able to increase its appeal to different types of visitors.</p> <p>P5 Using at least two different information sources, plan two UK holidays, for alternative types of visitors producing an itinerary for each.</p> <p>M3 Plan two UK holidays, for different types of visitors, producing a detailed itinerary for each, and justifying choices made.</p> <p>D2 Analyse ways in which the two planned UK holidays could be adapted to meet the needs of different types of visitors</p> |
| | 3 | Unit 4: International Travel and Tourism Destinations | P1 Locate six major gateways, format least two different continents |

| | | | |
|--|--|---|--|
| | | <p>Learning aim A: Know the major international travel and tourism destinations</p> <p>Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitors</p> | <p>P2 Locate two of each type of European and Worldwide destination.</p> <p>M1 Explain four typical routes of air travel in relation to European and Worldwide tourism.</p> <p>P3 Describe three features that contribute to the appeal of one European and one Worldwide destination, for two different visitor types</p> <p>M2 Explain how the features contribute to the appeal of one European and one Worldwide destination for two different visitor types</p> <p>D1 Compare and contrast the contribution of different features to the appeal of one European and one worldwide destination, for two different customer types</p> |
|--|--|---|--|

| Year | Term | Units of work | Assessment |
|------|------|---|--|
| 11 | 1 | <p>Unit 4: International Travel and Tourism Destinations</p> <p>Learning Aim C: Be able to plan international travel to meet the needs of visitors</p> <p>Unit 1: Unit 1 The Uk Travel and Tourism Sector</p> | <p>P4 Plan holidays to one European and one worldwide destination, for different visitor types, producing and itinerary for each.</p> <p>M3 Plan holidays to one European and one worldwide destination for different visitor types, producing an itinerary for each and justifying choices made</p> <p>D2 Analyse ways in which the two planned holidays could be adapted to meet the needs of different types of visitors</p> <p>Complete the UNIT Exam unit (externally assessed January)</p> |
| | 2 | <p>Unit 3: The Travel and Tourism Customer Experience</p> <p>Learning Aim A: investigate travel and tourism customer service</p> | <p>P1 Describe the main aims of customer service for three different travel and tourism organisations in relation to their role and functions</p> <p>M1 Explain, using relevant examples, how the main aims of customer service for two different travel and</p> |

| | | | |
|--|---|---|---|
| | | <p>Unit 3 Learning aim B Explore the needs and expectations of different types of customer in travel and tourism sector</p> | <p>tourism organisations help the organisations to carry out their role and functions.</p> <p>D1 Compare and contrast how the main customer service aims for two different travel and tourism organisations help the organisations to carry out their role and functions.</p> <p>P2 Explain the needs of three customer types and how they are met</p> <p>P3 Explain how three travel and tourism organisations respond to external customer needs to meet</p> <p>M2 Compare, using relevant examples, how two travel and tourism organisations respond to external customer needs to meet and exceed customer expectations</p> <p>D2 Evaluate the success of two different travel and tourism organisations in recognising, meeting and exceeding external customer needs.</p> |
| | 3 | <p>Unit 3: Learning Aim C understand the importance of customer service to travel and tourism organisations</p> | <p>P4 Explain customer service skills relevant to two travel and tourism organisations</p> <p>P5 Assess the impact of excellent and poor customer service on travel and tourism organisations.</p> <p>M3 Compare customer service skills relevant to two travel and tourism organisations</p> <p>M4 Compare, using relevant examples, the impacts of excellent and poor customer service on two organisations.</p> <p>D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.</p> |