

Year	Autumn	Spring	Summer
9	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 Assessment- - 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.	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. Assessment- - 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. - Past paper questions on B2 key organisations in the travel and tourism sector (Trade and professional bodies, ancillary organisations - Past paper questions on B3 types of organisations in the travel and	Unit 1 The Uk Travel and Tourism Sector Learning Aim C: understand the role of consumer technology in the travel and tourism sector- Assessment- Past paper questions on C1 the role of consumer technology (airports, visitor attractions, accommodation, mobile apps, electronic and mobile ticketing, websites

		tourism sector (Private, public and voluntary) • Past papers questions on B4 the interrelationships between travel and tourism organisations (common ownership, vertical and horizontal integration), commercial partnerships advantages and disadvantages.	
10	Unit 2: The UK Travel and Tourism Destinations- • Learning aim A: Know UK Travel and Tourism destinations and gateways • Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors. Assessment- • P1 Accurately located 4 travel and tourism destinations from each destination category. • P2 Identify and accurately locate 6 gateway airports and 4 seaports	Unit 2: The UK Travel and Tourism Destinations- • Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors. • Learning aim C: Plan UK holidays to meet the needs of different visitors. Assessment- • M2 recommend how one UK destination might be able to increase its appeal to different types of visitors.	Unit 4: International Travel and Tourism Destinations- • Learning aim A: Know the major international travel and tourism destinations • Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitors. Assessment- • P1 Locate six major gateways, format least two different continents.

	in the UK, including a typical passenger route for each. • M1 Plan in detail one route or road travel, one route of rail travel in and around the UK. • P4 Describe how one UK town or city destination, one seaside resort and one countryside area can appeal to two different types of visitors.	• D1 Justify own recommendation as to how one UK destination might be able to increase its appeal to different types of visitors. • P5 Using at least two different information sources, plan two UK holidays, for alternative types of visitors producing an itinerary for each. • M3 Plan two UK holidays, for different types of visitors, producing a detailed itinerary for each, and justifying choices made. • D2 Analyse ways in which the two planned UK holidays could be adapted to meet the needs of different types of visitors	• P2 Locate two of each type of European and Worldwide destination. M1 Explain four typical routes of air travel in relation to European and Worldwide tourism. • P3 Describe three features that contribute to the appeal of one European and one Worldwide destination, for two different visitor types. • M2 Explain how the features contribute to the appeal of one European and one Worldwide destination for two different visitor types. • D1 Compare and contrast the contribution of different features to the appeal of one European and one worldwide destination, for two different customer types.
11	Unit 4: International Travel and Tourism Destinations- • Learning Aim C: Be able to plan international travel to meet the needs of visitors.	Unit 3: The Travel and Tourism Customer Experience- Learning Aim A: investigate travel and tourism customer service	Unit 3: Learning Aim C understand the importance of customer service to travel and tourism organisations- • P4 Explain customer service skills relevant to two travel and tourism organisations

	- Unit 1: Unit 1 The UK Travel and Tourism Sector Assessment- - P4 Plan holidays to one European and one worldwide destination, for different visitor types, producing an itinerary for each. - M3 Plan holidays to one European and one worldwide destination for different visitor types, producing an itinerary for each and justifying choices made. - D2 Analyse ways in which the two planned holidays could be adapted to meet the needs of different types of visitors. - Complete the UNIT Exam unit (externally assessed January)	Unit 3 Learning aim B Explore the needs and expectations of different types of customers in travel and tourism sector. Assessment- - P1 Describe the main aims of customer service for three different travel and tourism organisations in relation to their role and functions. - M1 Explain, using relevant examples, how the main aims of customer service for two different travel and tourism organisations help the organisations to carry out their role and functions. - 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. - P2 Explain the needs of three customer types and how they are met. - P3 Explain how three travel and tourism organisations respond to external customer needs to meet.	- P5 Assess the impact of excellent and poor customer service on travel and tourism organisations. - M3 Compare customer service skills relevant to two travel and tourism organisations. - M4 Compare, using relevant examples, the impacts of excellent and poor customer service on two organisations. - D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.
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Curriculum Overview – Vocational Studies Travel and Tourism- Easington.