

	Term 1	Term 2	Term 3
<b>Key focus</b>	<b>Unit 1-</b> Travel and Tourism Organisations and Destinations	<b>Unit 2-</b> Customer Needs in Travel and Tourism	<b>Unit 3-</b> Influences on Global Travel and Tourism
<b>Key knowledge and skills</b>	Students will learn about different organisations in travel and tourism, how they work together. They will explore the different products and services they offer and the need to adapt and change in order to remain competitive. Students will explore UK destinations and beyond.	Students learn about general and specific needs of different types of customers and how travel and tourism organisations meet the needs and preferences by offering a variety of products and services and conducting market research to achieve this.	Students will learn about the different factors which affect destinations and the impact this has on destination choice. Students will explore concepts such as exchange rates, visitor numbers, employment data and infectious disease data.
<b>Key words/ vocabulary</b>	Accommodation, Transport, Visitor Attractions, Tour operators, Travel Agents, Promotion, Ancillary Services, Private, Public, Voluntary, Financial Aims, Strategic Aims, Inter-relationships, Technology, Destinations, Domestic, Inbound, Outbound	Market Research, Customer Needs, Preferences, Leisure Travel, Corporate Travel, Specialist Travel, Visiting Friends and Relatives, Day Trips	Exchange Rates, Visitor Numbers, Employment, Endemic Infectious Diseases, Economic Factors, Political Factors, Natural Factors, Media Factors, Safety and Security, Health Risk Factors, Pandemic, Socio-cultural, Sustainable, Diversify
<b>Assessment method</b>	Component 1- Non exam internal assessment set by Pearson in January-March	Component 2- Non exam internal assessment set by Pearson in Sept-December	Component 3- External exam May June of year 2.
<b>Wider links</b>	<a href="#">Introduction to tourism   VisitBritain</a>	<a href="#">The biggest travel trends for 2023   CN Traveller</a>	<a href="#">Political factors   Travel &amp; climate (travelandclimate.org)</a>
<b>Enrichment opportunities</b>	<a href="#">Travel and tourism   Explore careers (nationalcareers.service.gov.uk)</a>	<a href="#">What can I do with a travel and tourism degree?   Prospects.ac.uk</a>	<a href="#">Careers in travel   ABTA</a>
<b>Careers links</b>	Students will learn about different organisations in travel and tourism, how they work together. They will explore the different products and services they offer and the need to adapt and change in order to remain competitive. Students will explore UK destinations and beyond.	Students learn about general and specific needs of different types of customers and how travel and tourism organisations meet the needs and preferences by offering a variety of products and services and conducting market research to achieve this.	Students will learn about the different factors which affect destinations and the impact this has on destination choice. Students will explore concepts such as exchange rates, visitor numbers, employment data and infectious disease data.