



Travel and Tourism Curriculum intent

The Travel and Tourism curriculum aims to inspire and enthuse students by providing them with a broad knowledge of the travel and tourism industry. Our goal is to cultivate a deep curiosity about people and cultures around the world, fostering a passion for exploration and understanding of diverse societies.

Through this curriculum, students will gain comprehensive insights into various destinations, the people who inhabit them, the resources available, and both the natural and human environments.

We are committed to creating an engaging learning experience that broadens students' perspectives and encourages them to appreciate the richness and diversity of global cultures.

Our curriculum is designed to provide students with the skills and knowledge necessary to navigate the dynamic travel and tourism sector. By exploring real-world scenarios and case studies, students will develop critical thinking, problem-solving abilities, and a keen awareness of sustainable and responsible tourism practices.

Travel and Tourism Curriculum Overview

Component 1 (Complete in Year 10)	Component 2 (Complete in Year 10)	Component 3 (Complete in Year 11)
Travel and Tourism Organisations and Destinations (Controlled assessment – 30%)	Customer Needs in Travel and Tourism (Controlled assessment – 30%)	Influences on Global Travel and Tourism (External synoptic exam – 40%)

Key Question

What components make up the Travel and Tourism Sector and how do they operate? What is the role of technology in the travel and tourism industry? What influences different type of tourists travel to different destinations?	How do organisations use market research in travel and tourism organisations? Why are customer needs important in the travel and tourism industry? How do organisations meet the needs and preferences of customers in the travel and tourism industry?	What factors may influence global travel and tourism? How do travel and tourism organisations respond to factors affecting them? How do destinations manage the impacts?
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Key Vocabulary

- Component - Ownership - Aim - Technology - Collaboration - Destinations	- Market Research - Primary Research - Secondary Research - Trends - Preference - Characteristic	- Factor - Impact - Sociocultural - Sustainability - Government - Tourism Area Life Cycle - Emerging - Mature
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