



Scheme for Learning

Curriculum Area: Humanities

Overview- Travel and Tourism – Year 11 2021-22

Personnel Responsible – EGY

Quality Assured by – CMS

Exam Board/Qualification at KS4 – Pearson

Assessment Cycle	Topic/Unit Title – <i>Big Question</i>	Rationale/Skill Development	Link to Assessment Objectives/Progression Scales Skills The following areas will be assessed
1	Component 2 – Influences on Global Travel and Tourism (Lessons may cross over two lessons during this cycle)	<i>Students will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Students will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.</i>	AO1 – Demonstrate knowledge of the factors influencing travel and tourism organisations, destinations, visitors and the potential impacts of tourism on destinations. AO2 – Demonstrate understanding of the factors influencing travel and tourism organisations, destinations, visitors, the potential impacts of tourism on destinations and sustainable tourism. AO3 – Make connections between influencing factors on global travel and tourism, the potential impacts of tourism on destinations, and destination management. AO4 – Analyse information to make recommendations on how to manage tourism in global destinations.
2	Component 2 – Influences on Global Travel and Tourism		
3	Component 3 – Customer Needs in Travel and Tourism (Lessons may cross over two lessons during this cycle)	<i>Students will investigate how travel and tourism organisations use market research to identify trends to match products and services to meet customer needs.</i> <i>Students will explore the impact that global influences have on travel and tourism industries and how they respond to these trends and factors to meet customer needs and preferences.</i>	Learning Aim A – Investigate how organisations identify travel and tourism trends. Learning Aim B – Explore how to meet the needs and preferences of travel and tourism customers. Students will use knowledge gained from component 1 to cross reference any needed knowledge for this component.
4	Component 3 – Customer Needs in Travel and Tourism		

