

# 21/22: Year 9/10 Curriculum and Assessment Map

Year 9/10

Subject: Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism

The Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism (Qualification Number: 603/3038/7), is for learners who want to acquire knowledge and technical skills through vocational contexts by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism as part of their Key Stage 4 learning. The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs. The qualification will broaden learners' experience and understanding of the varied progression options available to them.

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. Learners will develop:

- Knowledge that underpins the effective use of skills, processes and attitudes in the sector such as the appeal of different tourist destinations to different types of customer, and the factors that influence travel and tourism
- Skills such as researching different travel and tourism organisations, the features of tourist destinations, and the products and services available to meet the needs of different customers
- Attitudes that are very important in the travel and tourism sector, including how to develop tourism while respecting the environment and local communities.

All lessons will provide bespoke teaching focussing on individual learner needs. Summer term will be used for revision sessions with topics selected based on whole class needs whilst continuing to provide individualised bespoke teaching. Timed exam and longer mark exam questions such as 10 markers will be provided routinely to help prepare students for external/mock exam.

Intent

September - December

January - March

April - July

**COMPONENT 1- Travel and Tourism Organisations and Destinations.**

**Assessment Objective**

**Description** Learners will research a UK tourist destination. They will consider the features affecting the appeal of the destination such as the transport links, attractions and types and range of holidays available there.

**Example tasks** Learners should select a UK tourist destination to investigate. With reference to the destination, learners will:

- identify the type of destination
- describe the features of the destination that appeal to the visitors, for example geographical features, accommodation available, accessibility, facilities, local tourist attractions
- describe

**A** Investigate the aims of UK travel and tourism organisations  
**B** Explore travel and tourism and tourist destinations.

**COMPONENT 2- Influences on Global Travel and Tourism**

**External Exam Unit**

**Assessment Objective**

**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

**COMPONENT 3- Customer Needs in Travel and Tourism**

**A** Investigate how organisations identify travel and tourism trends  
**B** Explore how to meet the needs and preferences of travel and tourism customers

**Assessment Objective**

**Description** Learners will examine how market research is carried out by a travel and tourism organisation, this can be the same organisation investigated in Component 1. Learners will explain how the organisation uses market research information to identify customer trends. Learners will show their understanding of how the organisation has responded to travel and tourism trends by adapting products or services to meet customer needs and preferences.

**Example task/s**

- Identify the market research methods used by the organisation.
- Explain how the market research information is used by the travel and tourism organisation to determine

Impleme

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	<p>the types of visitor at the destination • describe their reasons for travel • evaluate how the features increase the appeal of the destination for visitors.</p> <p><b>Evidence</b> Evidence must fully meet the requirements of the assessment criteria and could include:</p> <ul style="list-style-type: none"> <li>• extended writing</li> <li>• blog • PowerPoint® presentation</li> <li>• information pack or brochure for visitors. Any of the above could include an annotated map of the destination.</li> </ul>		<p><b>AO4</b> Analyse information to make recommendations on how to manage tourism in global destinations</p>		<p>trends. • Explain how the organisation has adapted a product or service in response to a trend shown by market research to meet customer needs, preferences and considerations. • Assess how organisations have used market research to meet customer needs, preferences and considerations.</p> <p><b>Evidence</b> Evidence must fully meet the requirements of the assessment criteria and could include: • extended writing • a PowerPoint® presentation with speaker notes • a recorded discussion with the teacher.</p>
	<b>AP1</b>		<b>AP2</b>		<b>AP3</b>
<b>Impact</b>	<i>Component 1. Coursework hand in and IV process</i>	<i>Spring1 Diagnostic Assessment</i>			<i>Component 3- Coursework Hand in and IV Process. Component 2- Revision and coursework mop up</i>