Curriculum information for Travel & Tourism Year 10

Which exam board and course are used?	BTEC Tech AWARD Travel & Tourism Pearson Edexcel is the exam board. https://qualifications.pearson.com/en/home.html.
What curriculum topics are being covered this year?	Travel & Tourism organisations and destinations. Customer service in the industry.

How many exams have students got and what is covered in each one?	The course is made up of two thirds coursework, covered in year ten and the Summer term of year 11.
	The students will take an exam at the end of year 11.
	
	Coursework for Component One covers organisations & destinations:-
	• Component of the Travel & Tourism Industry.
	• Accommodation, transport, VA, tour operators, travel agents, tourism promotion and ancillary services.
	• Ownership and working together in the travel and tourism industry.
	• Private, public and voluntary sector businesses.
	• Common aims of the travel & tourism organisations, namely strategic and financial.
	• Interrelationships, interdependencies, working together.
	• Role of consumer technology in travel and tourism.
	• Types of technology
	• Reasons for using the technology
	• Advantages and disadvantages to the business and the consumer on technology.
	• Visitor destinations and their appeal
	• Types of destinations
	• Features of the destination
	• Types of tourism, business & leisure, inbound, domestic & outbound.
	• Modes of transport to destinations and their advantages and disadvantages
	Coursework for Component Two covers customer needs and service:-
	• Identify types of primary and secondary market research.
	• Consider advantages and disadvantages of research techniques.
	• Consider the advantages and disadvantages of secondary research.
	• Identify how travel and tourism organisations use market research to identify needs and preferences.
	• Identification of types of customer and their needs.
	• Identify market segments and target markets.
	• Inform in product and service development.
	• Measure customer satisfaction to ensure loyalty and feedback.
	• Consider how organisations use research to identify travel and tourism trends.
	• Trends such as visitor numbers by type.
	  o Visitor numbers of developing destinations.
	  o Change in choice of destinations.
	  o Change in transport methods
	  o Changes in consumer spending.
	  o Increased cultural awareness.
	  o Change in leisure heath and sport.
	Students will then plan to meet customer needs.

What should students be focusing on?	Knowledge of key terms is the bare essential. Ability to understand context of questions and justifications in answers. Analysing and evaluating figures and data relating to the industry and drawing realistic conclusions. All of this is listed in the unit one guides that they will be given.
What is the best way for parents to support students in this subject?	**Year 11 – exam unit: (Revision starts December of year 11)** • Test your child on the key terms and definitions. • Ensure completion of past paper revision. **Year 10 Coursework:** • Ensure they meet deadlines and work that is submitted meets the specific criteria
What websites and resources would be helpful? **What wider reading would be helpful?** **Where can I get resources?**	All courses require students to read around the subject and the following are suggestions: - • Watch travel programmes and reports on the television. • Simon Reeves has excellent travel documentaries. • BBC travel programmes. • BBC website for travel and tourism updates. • Travel Weekly website for current affairs. • Hotel & accommodation programmes. • Visit Britain.org for national promotion and data. • Tour operator websites, Thomas Cook, Tui. • Airline websites, EasyJet.
Have previous students got any tips or advice for this subject?	Keep up to date in coursework and theory lessons. Attend revision sessions. Don't throw away the chance to only take the exam once. Resits are not always necessary. Read and annotate the revision materials. Test each other, make revision cards.