Travel and Tourism	Year 11	SUMMARY CURRICULUM PLAN

Subject content (What will be covered)	As a result, what students should know /understand…	What students should be able to do	How students will be assessed	By when (Term 1 - 6)
Unit 6 What is Customer Service? Different Organisations in the Travel and Tourism Industry	…what customer service means to the travel and tourism industry.	Describe the main aims of customer service for three different travel and tourism organisations.	Preparation for assignments 3 Final assignments	1-2
Customer Types Needs of Different Types of Customers	…the needs and expectations of different types of customers.	Explain the needs of three customer types and how they are met.		
Responding to Customer Needs Exploring Expectations of Different Types of Customer in the Travel and Tourism Sector	….how some companies meet and exceed customer expectations.	Explain how three travel and tourism organisations meet and exceed customer expectations.		
Customer Service	…the importance of customer service to the travel and tourism industry.	Explain customer service skills relevant to two travel and tourism organisations.		
Unit 4 International Destinations Major Gateways Types of Destinations International Travel Routes	…the major international travel and tourism destinations and gateways.	Locate six major gateways, from at least two different continents Locate two of each type of European and worldwide destination.	Preparation for assignments 3 Final assignments	3-5
Features of International Travel and Tourism Destinations Types of Visitor	…what factors affect the appeal of an international destination for different types of visitors.	Describe the features that contribute to the appeal of one European and one worldwide destination, for two different visitor types.		
Plan International Travel	…how to plan international travel to meet the needs of different types of visitors.	Plan holidays to one European and one Worldwide destination, for different visitor types, producing an itinerary for each.		