

What are the aims and intentions of this curriculum?

Investigate how organisations identify travel and tourism trends

Term	Topics	Knowledge covered	Skills developed	Assessment
<b>Autumn 1</b>	Investigate how organisations identify travel and tourism trends	know the meaning of the different types of market research carried out by organisations. Understand when different types of research are used and the types of information they are used for	Identify and explaining Research skills Applying knowledge to assessments	Mock paper Practice questions
<b>Autumn 2</b>	Investigate how organisations identify travel and tourism trends	understand the importance to travel and tourism organisations of identifying changing trends in people's travel and tourism habits so that they can identify changing, new or emerging markets and develop products for these markets	Analysing and researching. Summarising findings	Mock paper Practice questions
<b>Spring 1</b>	Explore how to meet the needs and preferences of travel and tourism customers	understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims	Research Applying knowledge to specific scenarios Analysis	Mock paper Practice questions
<b>Spring 2</b>	Explore how to meet the needs and preferences of travel and tourism customers	assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers	Research Applying knowledge to specific scenarios Analysis	Mock paper Practice questions
<b>Summer 1</b>	Explore how to meet the needs and preferences of travel and tourism customers	understand how holiday packages are put together to meet the needs and preferences of specific customers	Research Applying knowledge to specific scenarios Analysis	Mock paper Practice questions
<b>Summer 2</b>	Revision			Exam