

Long Term Plan: Travel and Tourism Year 10 (NQF)

	W/B 10/09	W/B 17/09	W/B 24/09	W/B 01/10	W/B 08/10
	Unit 6: Customer service experience in T&T				
Term 1	Learning aim C: Understand the importance of customer service to travel and tourism organisations. 1C.4 Outline customer service skills relevant to two travel and tourism organisations. 1C.5 Describe the impacts of excellent and poor customer service on travel and tourism organisations.	Learning aim C: Understand the importance of customer service to travel and tourism organisations. 2C.P4 Explain customer service skills relevant to two travel and tourism organisations. 2C.P5 Assess the impact of excellent and poor customer service on travel and tourism organisations.	Learning aim C: Understand the importance of customer service to travel and tourism organisations. 2C.M3 Compare customer service skills relevant to two travel and tourism organisations. 2C.M4 Compare using relevant examples, the impacts of excellent and poor customer service on two travel and tourism organisations	2C.D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.	2C.D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.
	W/B 31/12	W/B 07/01	W/B 14/01	W/B 21/01	W/B 28/01
	Unit 1: The UK Travel and Tourism Sector (Learning aim B: Know about the industries				

Term 2	<p>Tour operators: o types – domestic, outbound, inbound o role – to assemble and operate component parts of holidays as a package for retail travel agents or direct sales o products and/or services provided – package holidays, accommodation, travel, transfers, excursions, other services.</p>	<p>• Travel agents: o types – multiples, independent, online o role – to provide expert advice and guidance, arranging and booking trips, excursions and package holidays or individual components o products and/or services provided – information; foreign exchange; sales and booking service for packaged holidays, accommodation, flights, transfers and ground transport, excursions, tickets, insurance, ancillary services. • Online travel services.</p>	<p>Passenger transport: o types – road, rail, air, sea, regional, national, global o role – to provide transport from one location to selected destination, safety o products and/or services provided – transport, hospitality, entertainment, information and advice.</p>	<p>Accommodation: o types – hotels, motels, guest houses/bed and breakfast, apartments, youth hostels, caravans, chalets, camping, holiday cottages, holiday parks) o role – to provide a range of accommodation options, services and facilities o products and/or services: – serviced (room, concierge, restaurant, bar, housekeeping, leisure, conferences) – non-serviced (room, self-catering facilities) – youth hostels (dormitory/shared rooms, private rooms, self-catering facilities, information and advice, social areas, meals) – camping, caravan sites, holiday parks (tent and mobile caravan pitches, static caravan hire, lodge and chalet accommodation, entertainment and hospitality, sports and recreation) o location (rural, urban).</p>	<p>Visitor attractions: o type – natural, purpose-built, heritage o role – to provide entertainment, education, recreation, fun, hospitality, other visitor facilities o products and/or services – information and interpretation, rides, exhibits, events, tours and guides, educational talks, hospitality and catering, souvenirs.</p>
	W/B 29/04	W/B 06/05	W/B 13/05	W/B 20/05	W/B 03/06
Term 3	Unit 1: The UK Travel and Tourism Sector				
	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>

W/B 15/10	W/B 29/10	W/B 05/11	W/B 12/11	W/B 19/11	W/B 26/11
Unit 1: The UK Travel and Tourism Sector (Learning aim A: Understand the UK travel and tourism sector, and key organisations, within the travel and tourism sector, their roles and interrelationships)					
2C.D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.	<p>Topic A.1 Types of tourism Know the differences between types of tourism: • Domestic tourism: definition – taking holidays and trips in your own country • Outbound tourism: definition – travelling to a different country for a visit or holiday • Inbound tourism: definition – visitors from overseas coming into the country.</p>	<p>Topic A.2 Types of travel Understand the different types of, and reasons for, travel: • Leisure travel: day trips, short breaks, holidays, visiting friends and relatives (VFR), staycations, special events • Business travel: meetings, incentive, conference and events (MICE) • Specialist travel: adventure, health, education, cultural heritage, dark tourism, voluntary work, conservation, eco-tourism.</p>	<p>Topic A.3 Principles of sustainable tourism Understand the concept of sustainable tourism, including why this is important and how it can be achieved: • Definition: meeting the needs of present tourists and local communities while protecting the natural, historical and cultural environment for the future. • Principles: tourism attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. • Benefits: environmental protection, reduced energy consumption, reduced waste, links with the local community, competitive edge, image, cost savings.</p>	<p>Topic A.4 The importance of the travel and tourism sector to the UK economy</p> <ul style="list-style-type: none"> • Employment: direct (created by travel and tourism organisations), indirect (created to supply and support travel and tourism organisations) 	<ul style="list-style-type: none"> • Gross domestic product (GDP): a measure of all goods and services over a specific time • Tourist numbers and the value of tourism spend: – inbound tourism – the number of inbound tourists and their associated spend – domestic tourism – the number of overnight trips and the associated spend
W/B 04/02	W/B 11/02	W/B 25/02	W/B 04/03	W/B 11/03	W/B 18/03
Unit 1: The UK Travel and Tourism Sector (Learning aim A: Understand the UK travel and tourism sector, and key organisations, within the travel and tourism sector, their roles and interrelationships)					

<p>Arts and entertainment: o types – special events, festivals, theatre o role – to entertain, inform o products and/or services – live entertainment, music and dance, hospitality and catering, merchandise. ● Tourism development and promotion: o types – national tourism agencies, regional tourist boards, tourism and visitor information centres, national and local government departments o role – encourage visitors, increase tourism revenue, promote special events, market and promote the UK, its regions and destinations, provide information, advice and guidance o products and/or services – information, literature, souvenirs and merchandise, visitor centres, industry representation.</p>	<p>● Trade and professional bodies: o types – Civil Aviation Authority (CAA), Office of Rail Regulation (ORR), the Association of British Travel Agents (ABTA), the Association of Independent Tour Operators (AITO), UK inbound o role – regulation and protection, member representation, liaison with government o products and/or services – dealing with consumer complaints/arbitration, advice and support, representation, insurance, repatriation, licensing. ● Ancillary organisations: o types – car hire, travel insurance, airport services, event booking, productcomparison providers o role – supporting services for tourists and travellers o products and/or services – car hire, insurance, parking, lounges, information and advice.</p>	<p>● Private: o characteristics – organisations owned or controlled by private individuals or shareholders o functions – sales of goods and services to make a profit, maximise sales revenue, increase market share, support members. ● Public: o characteristics – funded and sometimes owned by central and local government o functions – to provide a service, regulation, to educate, promote and/or inform. ● Voluntary: o characteristics – independent organisations; funded by membership, donations, grants, sales of products and services o functions – to provide a service, provide/sell products, support members, promote a particular cause, educate and inform.</p>	<p>Understand how organisations in the sector interrelate and the advantages and disadvantages of the following interrelationships: ● common ownership, corporate groups (vertical integration – where a business at one point of the chain of distribution purchases or acquires a business at a higher or lower level of the chain of distribution/horizontal integration – where businesses at the same level in the chain of distribution merge together or are purchased by another business) ● commercial partnerships (separate organisations working together for a common venture).</p>	<p>Advantages for organisations of corporate groups/common ownership/commercial partnerships: ● marketing and promotion ● increase sales and income ● provide good customer care ● economies of scale ● shared resources ● wider customer base. Disadvantages for organisations of corporate groups/common ownership/commercial partnerships: ● size of operation ● less customer choice ● loss of personalised customer care ● inflexibility.</p>	<p>Assessment lesson- end of topic test</p>
W/B 10/06	W/B 17/06	W/B 24/06	W/B 01/07	W/B 08/07	W/B 15/07

(revision and exam practice until date of exam)

<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>	<p>Revision, exam paper practice using various techniques- walking talking mocks, open book, closed book, individual, group question answer. Teacher marking, self marking, peer marking. Feed forward and grade improving.</p>
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For information on assessments see additional assessment guidance



W/B 03/12	W/B 10/12	W/B 17/12
n sector and its importance to the UK economy)		
<ul style="list-style-type: none">• Economic multiplier effect: o direct spending by tourists, circulated throughout the economy on indirect products and services o impact on direct and indirect employment	<ul style="list-style-type: none">• Total value of goods and services (GDP) and the way in which growth/investment in one area tends to lead to growth and new jobs in another (the multiplier effect) • infrastructure development – tourism growth/decline	Assessment lesson- end of topic test
W/B 25/03	W/B 01/04	W/B 08/04
Unit 1: The UK Travel and Tourism Sector (Learning aim C: Understand the role of consumer technology in the travel and tourism sector)		

<p>Understand the applications of technology and the advantages and disadvantages of technology for customers and organisations in the travel and tourism sector for the following:</p> <ul style="list-style-type: none">• airports (self-service check-in, security)• visitor attractions (multi-media, interpretation, online bookings)• accommodation (entertainment, communication, online bookings)• mobile applications (communication of information, booking, comparison)• electronic and mobile ticketing (e-tickets, m-tickets)• websites (reviews, booking, virtual tours).	<p>Understand the applications of technology and the advantages and disadvantages of technology for customers and organisations in the travel and tourism sector for the following:</p> <ul style="list-style-type: none">• airports (self-service check-in, security)• visitor attractions (multi-media, interpretation, online bookings)• accommodation (entertainment, communication, online bookings)• mobile applications (communication of information, booking, comparison)• electronic and mobile ticketing (e-tickets, m-tickets)• websites (reviews, booking, virtual tours).	<p>Assessment lesson- end of topic test</p>
		