

Saffron Walden County High School Curriculum

CURRICULUM SUMMARY



SAFFRON WALDEN
COUNTY HIGH SCHOOL

Year 12		AUTUMN TERM		SPRING TERM		SUMMER TERM	
		TERM 1A	TERM 1B	TERM 2A	TERM 2B	TERM 3A	TERM 3B
Social Sciences-Tourism	KNOWLEDGE DOMAIN	<p>Unit 1-The World of Travel & Tourism (Externally Assessed)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Types of travel & Tourism -Travel & Tourism organisations, their roles & products offered to customers -Importance & scale of the travel & tourism industry -Factors affecting the travel & tourism industry 	<p>Unit 1-The World of Travel & Tourism (Externally Assessed- Jan)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Types of travel & Tourism -Travel & Tourism organisations, their roles & products offered to customers -Importance & scale of the travel & tourism industry -Factors affecting the travel & tourism industry <p>Assessment Written Exam 1.5hrs (75marks) Exam will be sat in Jan</p>	<p>Unit 3 -Principals of Marketing (Internally assessed pieces of work)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Role of marketing activities influencing customer decisions & meeting customer needs in travel & tourism) -Examine the impact that marketing activities have on the success of different travel & tourism organisations -Carry out market research in order to identify a new travel & tourism product or service -Produce a promotional campaign for a new travel & tourism product or service to meet stated objectives. 	<p>Unit 3 -Principals of Marketing (Internally assessed pieces of work)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Role of marketing activities influencing customer decisions & meeting customer needs in travel & tourism) -Examine the impact that marketing activities have on the success of different travel & tourism organisations -Carry out market research in order to identify a new travel & tourism product or service -Produce a promotional campaign for a new travel & tourism product or service to meet stated objectives. 	<p>Unit 3 -Principals of Marketing (Internally assessed pieces of work)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Role of marketing activities influencing customer decisions & meeting customer needs in travel & tourism) -Examine the impact that marketing activities have on the success of different travel & tourism organisations -Carry out market research in order to identify a new travel & tourism product or service -Produce a promotional campaign for a new travel & tourism product or service to meet stated objectives. 	<p>Starting Unit 2- Global Destinations (Externally assessed 3 hrs computer task using pre released material)</p> <p>This unit covers:</p> <ul style="list-style-type: none"> -Global geographical awareness, location & features of destinations -Travel options & accessibility -Travel planning & meeting customer needs. -Consumer trends & factors effecting popularity of destination -Political, environmental, climate & disasters effect on popularity -Factors affecting the changing popularity & appeal of a destination.

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Social Sciences-Tourism	SKILLS DEVELOPED THROUGH THE KNOWLEDGE AND ENQUIRIES TAUGHT THIS HALF TERM	<p>A01- Demonstrate knowledge & understanding of the travel & tourism industry.</p> <p>A02- Apply knowledge & understanding of the travel & tourism industry & factors affecting the industry to real-life travel & tourism scenarios.</p> <p>A03- Analyse information & data from the travel & tourism industry.</p> <p>A04- Evaluate how information & data can be used by the travel & tourism industry.</p> <p>A05- Make connections between the factors that influence travel & tourism & how industry responds to minimise the potential impact on organisations & customers.</p> <p>-Employability skillset will be developed throughout the course in conjunction with the skill builder programme. These skills are: listening, problem solving, leadership, aiming high, speaking, teamwork, creativity & staying positive.</p>	<p>A01- Demonstrate knowledge & understanding of the travel & tourism industry.</p> <p>A02- Apply knowledge & understanding of the travel & tourism industry & factors affecting the industry to real-life travel & tourism scenarios.</p> <p>A03- Analyse information & data from the travel & tourism industry.</p> <p>A04- Evaluate how information & data can be used by the travel & tourism industry.</p> <p>A05- Make connections between the factors that influence travel & tourism & how industry responds to minimise the potential impact on organisations & customers.</p> <p>- Employability skillset will be developed throughout the course in conjunction with the skill builder programme. These skills are: listening, problem solving, leadership, aiming high, speaking, teamwork, creativity & staying positive.</p>	<p>-Explore the importance of meeting customer needs, using shared & independent research skills.</p> <p>-Examine the impact of marketing activities using both quantitative & qualitative data sets.</p> <p>-Develop a marketing plan using research data, using a logical & creative skillset.</p> <p>-Investigate how the marketing plan meets the industry & customer needs & develop the skill of justifying decisions.</p>	<p>-Explore the importance of meeting customer needs, using shared & independent research skills.</p> <p>-Examine the impact of marketing activities using both quantitative & qualitative data sets.</p> <p>-Develop a marketing plan using research data, using a logical & creative skillset.</p> <p>-Investigate how the marketing plan meets the industry & customer needs & develop the skill of justifying decisions.</p>	<p>-Explore the importance of meeting customer needs, using shared & independent research skills.</p> <p>-Examine the impact of marketing activities using both quantitative & qualitative data sets.</p> <p>-Develop a marketing plan using research data, using a logical & creative skillset.</p> <p>-Investigate how the marketing plan meets the industry & customer needs & develop the skill of justifying decisions.</p>	<p>A01- Demonstrate knowledge & understanding of the location, features and appeal of global destinations.</p> <p>A02- Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support</p> <p>A03- Evaluate information to make informed decisions about the stability of travel plans, routes and itineraries to meet the needs of specified customers.</p> <p>A04- Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.</p>