

# YEAR 11

**Practice Assignments**

## Component 2: Customer Needs in Travel and Tourism

### Component 2

**Task 1a** – Students will have 1 hour to complete a report/presentation on the advantages and disadvantages of various primary and secondary market research methods  
**Task 1b** – Students are given 2 hours monitored prep and 90 minutes to complete a report/presentation using at least two secondary data resources to report on tourism trends a specific organisation should be aware of, and how they can use this information.

### Component 2- Customer Needs and Travel Trends

**B2:** How travel and tourism organisations provide different products and services to meet customer needs and preferences  
**B3:** Customer needs and different types of travel  
**B4:** Travel planning to meet customer needs and preferences

### Component 2- Customer Needs and Travel Trends

**A2:** How organisations use market research to identify customer needs and preferences  
**A3:** How organisations use research to identify travel and tourism trends  
**B1:** Customer needs and preferences



# Travel & Tourism

## Component 1: Travel and Tourism Organisations and Destinations



**Set Assignment**

# YEAR 10

**Practice Assignments**

### Component 1 – Travel & Tourism Organisations and Destinations

**A1:** The major components of the UK travel and tourism industry  
**A2:** The ownership and aims of travel and tourism organisations and how they work together  
**A3:** The role of consumer technology in travel and tourism

### Component 1 – Travel & Tourism Organisations and Destinations

**B1:** Visitor destinations  
**B2:** Different types of travel and tourism activities  
**B3:** Popularity of destinations with different visitor types  
**B4:** Travel options to access tourist destinations

### Component 1 – Pearson Set Assignment (30% of overall grade)

Pearson will release the assignment which will be set out similar to the above practise tasks, just with different locations/customers/organisations in the Spring term and have approximately 4 hours of monitored preparation and 6 hours to complete all the tasks.

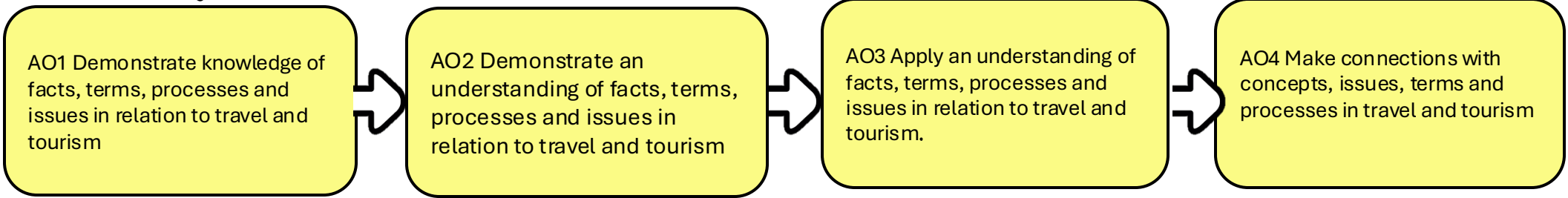
### Component 2- Customer Needs and Travel Trends

**A1:** Types of market research (primary and secondary research methods)

## By the End of Year 10:

- ✓ I will know the different products and services provided by different Travel & Tourism organisations.
- ✓ I will know the different types of consumer technologies which are used by organisations to help enhance the customer experiences
- ✓ I will know the different types of visitors that travel in the industry.
- ✓ I will know the different travel options available for customers and the different types of Travel and Tourism activities they can complete.
- ✓ I will know how organisations use market research to develop products and services.
- ✓ I will know the emerging trends in the Travel and Tourism sector and how they can meet customer needs.
- ✓ I will know how organisations adapt their services to meet needs of different service users.
- ✓ I will be able to plan a holiday for a specific customer profile.

## Assessment Objectives



Component 3: Influences on Global Travel & Tourism



**FURTHER STUDY**

- Army
- Travel & Tourism L2/L3
- Aviation
- Leisure

**CAREER PATHS**

- Travel Agent
- Cabin Crew
- RAF
- Hospitality
- Management
- Tour Operator
- Pilot

**SKILLS**

- Research
- Communication
- Evaluation
- Explanation

**INTEREST**

A love of travelling and exploration



**Exam**



Component 3 – Influences on Global Travel and Tourism  
Examination unit – 40% of overall grade.  
Externally assessed mock exam.

Component 3 revision in preparation for Summer examinations .



Component 3 – Influences on Global Travel and Tourism  
Examination unit – 40% of overall grade.  
Internally assessed mock exam.

Component 3 Influences on Global Travel & Tourism  
**B4:** Managing economic impacts  
**C1:** Tourism development  
**C2:** The role of local and national governments in tourism development  
**C3:** The importance of partnerships in destination management

Component 3 Influences on Global Travel & Tourism

**A1:** Factors influencing global travel and tourism  
**A2:** Response to factors  
**B1:** Possible impacts of tourism  
**B2:** Sustainable tourism  
**B3:** Managing sociocultural impacts

Component 2 -Pearson set Assignment (30% of Overall Grade)

Pearson will release the assignment tasks. There are 5 tasks within this component (as outlined in the practise tasks information above) and students will have approximately 5 hours of monitored preparation time and 6 hours to complete the assignments. *These are then formally marked by the teacher, and externally moderated by the exam board.*

Component 2- Customer Needs and Travel Trends Task 2 (Practise)

Students will have 1 hour of monitored preparation time and 90 minutes to complete a report/presentation on a how a range of organisations from a given sector (i.e. accommodation providers) meets the needs of a specific customer type (i.e. customer with mobility needs). Only the notes preparation in the monitored prep time are allowed to be used for the task.

**Continued Targeted Support**

Set Assignment

Practice Assignments

**By the end of Year 11 I Can:**

**I Can:**

AO1 Demonstrate knowledge of facts, terms, processes and issues in relation to travel and tourism.

**I Can:**

AO2 Demonstrate an understanding of facts, terms, processes and issues in relation to travel and tourism.

**I Can:**

AO3 Apply an understanding of facts, terms, processes and issues in relation to travel and tourism.

**I Can:**

AO4 Make connections with concepts, issues, terms and processes in travel and tourism.

**Assessment Objectives**