

Summer 2024

SUBJECT: Travel and tourism - Component 2: Customer needs in travel and tourism – Learning aim B

Year: 10

Topic(s) to be covered:

In this scheme of work students will investigate how the travel and tourism industry meets customer needs through the products and services it provides

In Learning aim B students will be able to explore how to meet customer needs and preferences and provide travel and tourism products and services to meet needs.

They should also be given opportunities to share their own experiences and ideas and encouraged to refer to knowledge and understanding from the other two components.

Keywords

Primary Research, Qualitative, Quantitative, Formal, Informal, Market Segments, Target Markets, Product Development, Customer Satisfaction, Domestic, Inbound, Outbound, Leisure, Business, Trends, Preferences, Corporate, Specialists, Conservation, Heritage, Education, Adventure, Entry Requirements, Customs.

Assessment Procedures:

Assessment - 5 Assessment tasks

Internally assessed PSA – Worth 30% of overall Grade

Homework guidance:

Pupils will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 to 60 minutes completing. These will be a combination of written, research, knowledge retrieval and investigative homework's. **Failure to complete homework will result in a 25 minute after school detention.**

How can you help?

Encourage pupils to make use of resources that are uploaded onto google classroom

Encourage pupils to read the news to keep students up to date with local and global events as this will support their understanding

You can help them by ensuring their homework is completed on time. Supporting them with their written work and encouraging them to research and then reduce and summarise information rather than copying from the internet.

Encourage them to read out their work to you and explain it in their own words to ensure that they understand it. Get them to check through their work and correct errors with spellings and presentation.