

Southern International School Travel & Tourism Curriculum: Journey on a page 2024/2025

<p>Year 10: KS4</p> <ul style="list-style-type: none">● Autumn 01 - Introduction to the main travel and tourism definitions and concepts● Autumn 02 – Introduction to the main travel and tourism definitions and concepts● Spring 01 - Global tourism● Spring 02 – Global tourism● Summer 01 - Travel and tourism organisations	<p>Year 11: KS4</p> <ul style="list-style-type: none">● Autumn 01 - Travel and tourism organisations● Autumn 02 – Customer service● Spring 01 - Customer service● Spring 02 – Destination marketing● Summer 01 - Destination marketing	<p>Year 12: KS5</p> <ul style="list-style-type: none">● Autumn 01 and 02- Component One: Exam- Topics 1-4. Changing nature, destinations, trends and customer service● Spring 01 and 02- Component two: Coursework- Planning and Managing a Travel & Tourism event● Summer 01 - Exam preparation, coursework submission , exam● Summer 02- Competent three: Destination Marketing
<p>Subject Curriculum Intent: ‘Excellence in Travel & Tourism’</p> <p><i>The Travel & Tourism curriculum enables learners to discover the nature of travel and tourism, developing awareness of sustainability, locally and around the world. Learners gain understanding of the importance of customers and of the marketing of travel and tourism destinations.</i></p> <p>SIH Travel & Tourism students will learn to be:</p> <ul style="list-style-type: none">● <u>confident</u>, in understanding and communicating and explaining the nature, sustainability, management and marketing of travel and tourism● <u>responsible</u>, for themselves, responsive to and respectful of others, through becoming aware of the importance of sustainability and of their own responsibility to the environment and to the future of communities● <u>reflective</u>, as learners, by considering their approach to assessing the customer appeal, growth, management, impacts and sustainability of travel and tourism innovative, through the application of their travel and tourism learning in unfamiliar contexts, locally and in the wider world. <p>The exploration of travel and tourism issues of today, including sustainability, as well as being ready to make a difference by developing their own personal interests and opinions and for possible future involvement in customer-focused employment or in further study.</p>		

