



4 October 2024

Dear Parent/Carer,

Y11 BTEC Travel and Tourism Pearson set Assignments

I am writing to provide you with some information on the externally set, internally completed coursework your child will complete for BTEC Travel and Tourism in the upcoming weeks.

Over the course of Year 10 BTEC students completed component 1 (worth 30%) and now in Year 11 your child will complete the remaining two components, one of which is coursework the other of which is a formal exam in the summer. Component 2, which begins next week, will look at Customer Needs in Travel and Tourism. This component is worth 30% of the BTEC Travel and Tourism qualification. The coursework assessment window for Component 2 will run between the **w/c 07 October– w/c 18 November 2024**. Most of the coursework will be completed during timetabled BTEC Travel and Tourism lessons with the vast majority of it being sat in exam conditions on computers. There are additional sessions in place to support your child with the completion of this coursework highlighted below and reminders of these sessions will be group called closer to the time. If your child is entitled to any access arrangements for their exams for example, additional time and support with reading then these will also be applied by the teacher throughout the assessment window. In addition, your child’s classroom notes can be taken into each coursework session during the assessment window and should be utilised to support them with completing all of their coursework set tasks.

Below are the five tasks for Component 2 with some context of what your child will be completing during this time:

BTEC Travel and Tourism – Component 2 – Customer needs in travel and tourism		
Task:	Learning Outcome:	Teacher Context:
Task 1a	Learning Aim A - Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends	This piece of coursework will be typed on the computer and presented on a word document or PowerPoint presentation. Students will produce an extended piece of writing investigating how different market research methods are used by a specific travel and tourism organisation, to identify customer needs. The scenario will be given by the exam board.
Task 1b	Learning Aim A - Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends	This piece of coursework will be typed on the computer and presented on a word document or PowerPoint presentation. Students will carry out research on secondary market research. They will then use this information to identify which travel and tourism trends offer opportunities for it to expand by developing new products and services. The scenario will be given by the exam board

Task 2	Learning Aim A – Recognise how the needs and preferences of travel and tourism customers are met.	This piece of coursework will be typed on the computer and presented on a word document or PowerPoint presentation. Students will carry out research and then produce an extended piece of writing to consider how different-sized airports meet the needs of solo travellers with visual impairments. The scenario will be given by the exam board.
Task 3a	Learning Aim B – Recognise how the needs and preferences of travel and tourism customers are met.	This piece of coursework will be typed on the computer and presented on a word document or PowerPoint presentation. Students will refer to a given visitor profile and will complete a detailed travel plan that meets the needs and preferences of the group. The travel plan must include: <ul style="list-style-type: none"> • travel dates and duration • accommodation details • transport details • breakdown of costs including the total cost • details of how the information in your travel plan meets the group’s needs and preferences The scenario will be given by the exam board.
Task 3b	Learning Aim B - Recognise how the needs and preferences of travel and tourism customers are met.	This piece of coursework will be typed on the computer and presented on a word document or PowerPoint presentation. Learners must provide additional information onto the travel plan from task 3a and provide details of the following. <ul style="list-style-type: none"> • suitable activities, excursions, attractions • essential information: entry requirements, health precautions, safety and security, local customs/traditions • details of how the activities, excursions and attractions suggested will meet the needs and preferences of the group. The scenario will be given by the exam board.

Additional Timetabled Sessions

Date	Class	Teacher	Location
08.10.2024	B	Mr Williams	S218 P1 and P2
14.10.2024	B	Ms Ellis	C144 P1 and P2
15.10.2024	B	Mr Williams	S218 P1 and P2
05.11.2024	B	Mr Williams	S218 P1 and P2
12.11.2024	B	Mr Williams	S218 P1 and P2
18.11.2024	B	Ms Ellis	C144 P1 and P2
19.11.20024	B	Mr Williams	C144 P1 and P2

07.10.2024	D	Mr Williams	C144 P1 and 2
11.10.2024	D	Mrs Ashton	H208 P3 and 4
18.10.2024	D	Mrs Ashton	H208 P3 and 4
08.11. 2024	D	Mrs Ashton	H208 P3 and P4
11.11.2024	D	Mr Williams	C144 P1 and P2
15.11.2024	D	Mrs Ashton	H208 P3 and P4
22.11.2024	D	Mrs Ashton	H208 P3 and P4

After all of the work has been completed it will be marked and moderated internally by the Year 11 BTEC Travel and Tourism teachers (Ms Ellis, Mrs Ashton & Mr Williams) and then will be sent off to be externally moderated by the Pearson BTEC Travel and Tourism exam board.

Your child will receive a raw mark out of 60 for all four tasks together which will then be converted to a percentage to provide an overall assessment grade (ranging from a Level 1 Pass to a Level 2 Distinction). Depending on how well students do across the country will depending on where the component grade boundaries sit.

As previously mentioned above, all of the coursework that will be completed during this assessment window is worth 30% of the overall qualification for BTEC Travel and Tourism so it is crucial that your child remains focused and motivated in lessons. This will help to ensure that the work completed is to the best possible standard to help secure their overall grade. Any support and encouragement that can be provided at home would be incredibly beneficial to your son/daughter during this assessment period.

A final reminder that there will be an intervention offered weekly **after school** on a **Friday 3:20 - 4:00 in H114** (starting from 11 October) these sessions are available for students with gaps in learning during the PSA window due to lesson absences, and students will be invited to attend these where/when appropriate.

If you have any questions about the above please feel free to contact myself at school via email (lellis-gormley@northleamington.co.uk) or telephone (01926 338711).

Yours faithfully

Laura Ellis

2 i/c Geography department
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