

## TRAVEL & TOURISM CURRICULUM INTENT

### ASPIRE – CHALLENGE – ACHIEVE

BTEC L2 and L3 Travel and Tourism provides students with an opportunity to follow a broad, stimulating and enjoyable curriculum that engages and challenges students. It will give them a knowledge and understanding of the travel industry, as well as gaining transferable skills such as researching, report writing and presentation skills. The intent of the course is to provide all of our students with a range of skills that will help them be successful in the world of Travel and Tourism.

Within the courses studied, learners examine the UK Travel and Tourism industry and further extend their knowledge about popular tourist destinations and attractions. We aim to demonstrate the huge range of travel opportunities available in the UK alone so that students are inspired to find out more and explore the country that they live in. Learners will also investigate some of the key areas within the sector, including accommodation, transport and visitor attractions. There is also a focus on understanding customer needs and considering how the Travel and Tourism industry adapt to meet them, therefore providing students with valuable customer service skills and knowledge.

A significant part of the curriculum reflects on current issues such as how travel is affected by weather hazards, terrorism and disease, offering stimulating subject content for students to explore. Current trends and factors that affect tourism around the world are also examined giving students the opportunity to become more informed about our interdependent world. By looking at a range of current media and news information, students will be learning about relevant issues that will help them develop a more insightful understanding of the world around them.

The Level 3 course offers progression from KS4 and builds upon students' essential core of knowledge as key sectors are examined to a greater depth. In addition, there is a focus on the economic contribution of the industry globally. The course also aims to develop interest in worldwide travel destinations by offering independent research and travel planning opportunities. Our course also enables learners to gain important skills and understanding in marketing and events, giving them an overview of the business elements and transferrable skills required if employed in the industry.

It is our intention to support our students in becoming more knowledgeable about a broad range of aspects of this global industry, as well as fostering a curiosity about domestic and global travel destinations. This can provide a great foundation for further study or employment in travel and tourism.

### TRAVEL & TOURISM: WIDER CURRICULUM

KS4	KS5
<b>Promotion of a destination as holiday location</b> <b>Speaker from Business Lincolnshire</b>	<b>Burghley House, Butlin's, London</b> <b>Speaker from Business Lincolnshire</b> <b>(marketing)</b>
Discussion of current news articles Lunch and after school intervention / Easter and May holiday revision sessions <i>See separate Curriculum Intervention and SMSC Audits for contributions from Travel and Tourism too detailed to list here</i>	

## KS4 TRAVEL & TOURISM

	INDUSTRY OVERVIEW		EXAM TECHNIQUE
	CUSTOMER NEEDS		INFLUENCES

**Key** = colours denote links between topics either in content or skills across Key Stages.

Term			1	2	3	4	5	6			
LEVEL 2	YEAR 10	CORE ASSESSMENTS	Component 1: Travel and tourism organisations and destinations					Component 2: Customer needs in travel and tourism			
			A: Demonstrate an understanding of the UK travel and tourism industry		B: Explore popular visitor destinations		Component 1 controlled assessment (PSA)	A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends	B: Recognise how the needs and preferences of travel and tourism customers are met		
			Exam technique – application, analysis, making recommendations				Exam technique – application, analysis, making recommendations				
			Component 2: Customer needs in travel and tourism		Component 3: Influences on global travel and tourism						
	YEAR 11	CORE ASSESSMENTS	B: Recognise how the needs and preferences of travel and tourism customers are met		Component 2 controlled assessment (PSA)		A: Factors that influence travel and tourism	B: Impact of travel and tourism and sustainability	C: Destination management		
							Revision, summative assessments				
							Exam technique – explain, analyse, evaluate				

By the end of Key Stage 4, learners will develop their knowledge of the travel and tourism sector. They will become aware of the products and services of different travel and tourism organisations, use of technology in the sector, the features of tourist destinations, how organisations meet customer needs and preferences, and the influences on global travel and tourism. Learners will also develop their research, planning and decision-making skills throughout the course.

## KS5 TRAVEL & TOURISM

	INDUSTRY OVERVIEW		EXAM TECHNIQUE
	GLOBAL DESTINATIONS		MARKETING
	VISITOR ATTRACTIONS		

**Key** = colours denote links between topics either in content or skills.

Term		1	2	3	4	5	6
LEVEL 3	YEAR 12	Unit 1: The World of Travel and Tourism (external exam)					Unit 2: Global Destinations (external exam)
		Unit 3: The Principles of Marketing (coursework)					
		Exam and coursework technique – explain, analyse, assess, discuss, evaluate.					
	YEAR 13	Unit 2: Global Destinations (external exam)	Unit 9: Visitor Attractions (coursework)				
		Exam and coursework technique – explain, analyse, assess, discuss, evaluate.					
<p>By the end of Key Stage 5, learners will have a detailed understanding of the industry and why it is important to the economy. Learners will research and have knowledge of the features and appeal of some global destinations. They will also gain an overview of how marketing is used in Travel and Tourism and apply this information to produce their own marketing plan. They will have completed extensive independent research into areas of the industry and demonstrated practical, technical and analytical skills.</p>							

Year 10	<p><b><u>Component 1: Travel and Tourism Organisations and Destinations – PSA's</u></b></p> <ul style="list-style-type: none"> <li>• <b>Organisation skills</b> for meeting coursework deadlines.</li> <li>• <b>Strong work ethic</b> - independent learning to complete coursework tasks to a high standard.</li> <li>• <b>Computer skills</b> – producing a high standard of coursework that is accurate in spelling and grammar.</li> <li>• <b>Research skills</b> – using the internet to successfully find out information relevant to coursework tasks.</li> <li>• <b>Acquiring knowledge</b> of a range of travel and tourism organisations and destinations and how they work with each other.</li> <li>• <b>Demonstrate an understanding</b> of different types of travel and tourism customers and their needs.</li> </ul>	<p><b><u>Component 2: Customer Needs in Travel and Tourism – PSA's</u></b></p> <ul style="list-style-type: none"> <li>• <b>Independent learning</b> – managing and meeting deadlines.</li> <li>• <b>Initiative</b> – to carry out own research and read around the topics using a variety of sources e.g. websites, newspaper articles, video clips.</li> <li>• <b>Acquiring knowledge</b> of a specific of travel and tourism organisation and how they identify customer needs.</li> <li>• <b>Demonstrate an understanding</b> of current travel and tourism trends and how an organisation uses this information to develop products.</li> <li>• <b>Planning</b> – using knowledge of customer types and needs to plan an appropriate itinerary.</li> <li>• <b>Evaluation</b> – considering the suitability of an itinerary for different customers.</li> </ul>
Year 11	<p><b><u>Component 3 – Influences on Global Travel and Tourism – Exam</u></b></p> <p><b>Acquiring knowledge</b> on the wide-ranging factors that influence global travel and tourism and how organisations and destinations respond to them.</p> <p><b>Application of knowledge</b> to destinations that experience the impacts of tourism and how they respond to them. Use of the TALC model to understand the development of tourist destinations.</p> <p><b>Evaluation</b> – considering how successful organisations and destinations are responding to factors.</p> <p><b>Interpretation of text and data</b> – to make connections and use as evidence to in exam questions.</p>	
Year 12	<p><b><u>Unit 1: The World of Travel and Tourism – Exam</u></b></p> <ul style="list-style-type: none"> <li>• <b>Acquiring knowledge</b> of the key components and scale of the industry.</li> <li>• <b>Data analysis</b> of key trends and their impact on the travel and tourism industry.</li> <li>• <b>Application of knowledge</b> of factors affecting the travel and tourism industry to real life travel and tourism scenarios</li> <li>• <b>Evaluation</b> – examining how information and data can be used to make decisions that affect the industry.</li> <li>• <b>Exam technique</b> to develop skills be able to gain marks in the higher marking bands.</li> </ul>	<p><b><u>Unit 3 – The Principles of Marketing – Coursework</u></b></p> <ul style="list-style-type: none"> <li>• <b>Organisation skills</b> for meeting coursework deadlines.</li> <li>• <b>Strong work ethic</b> - independent learning to complete coursework tasks to a high standard.</li> <li>• <b>Computer skills</b> – producing a high standard of coursework that is sound in spelling and grammar.</li> <li>• <b>Acquiring knowledge</b> of how marketing activities influence customer needs and decisions.</li> <li>• <b>Analysis</b> of marketing techniques and the impacts they have on travel and tourism organisations.</li> <li>• <b>Planning</b> – using knowledge of market research and techniques to identify and promote a new travel and tourism product.</li> </ul>

**Unit 2 – Global Destinations - Exam**

- **Acquiring knowledge** of the location, features and appeal of global destinations.
- **Application of knowledge** of the features that contribute to the appeal of global destinations and the types of tourism and activities they support.
- **Decision making** - consider the suitability of travel plans, routes and itineraries to meet the needs of specified customers and decide which is most appropriate.
- **Evaluation** – consider the factors and trends that influence the popularity and appeal of global destinations.
- **Exam technique** to develop skills be able to gain marks in the higher marking bands.

**Unit 9 – Visitor Attractions – Coursework**

- **Organisation skills** for meeting coursework deadlines.
- **Strong work ethic** - independent learning to complete coursework tasks to a high standard.
- **Computer skills** – producing a high standard of coursework that is sound in spelling and grammar.
- **Acquiring knowledge** of the range, scale and impact of visitor attractions in the travel and tourism industry.
- **Analysis** of the technology provided by visitor attractions and the benefit they bring to customers.
- **Evaluation** of the effectiveness of visitor attractions and how they compete with other visitor attractions