



Travel and Tourism curriculum overview

Curriculum intent:

In Travel and Tourism we aim to foster and ignite an interest in the Travel and Tourism industry and to challenge students to become more resourceful and resilient by applying what they learn in the classroom to examples used in lessons and in the local area through visits. We aim to broaden students' perspective to provide a global dimension to their studies. This curriculum recognises the importance of the changing of Travel and Tourism in the United Kingdom and across the world and the different challenges that this may present in society and the classroom.

The Travel and Tourism curriculum is has been designed to build on foundations of knowledge that the students have when they begin the course, gained from their KS3 humanities lessons. The course begins with Travel and Tourism organisations and destinations before looking at how global issues affect these organisations and then how these organisations provide customer service. This will enable students to develop essential organisation, planning and budgeting skills, all essential life skills and invaluable in any profession. This could involve finding and costing transport, accommodation and excursions.

The course follows the BTEC Level 1/Level 2 Tech Award in Travel and Tourism covering three components – Travel and Tourism organisations and destinations, influences on Global Travel and Tourism and Customer needs in Travel and Tourism.

	Autumn Term	Spring Term	Summer term
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<p>Year 10- Year 1 of course</p>	<p><u>Introduction lessons:</u> BTEC What is T&T? Handbooks</p> <p>Component 1: Travel and tourism organisations and destinations:</p> <p>A1: Travel and tourism organisations A2: Ownership of travel and tourism organisations</p>	<p>Component 1: Travel and tourism organisations and destinations:</p> <p>A3: Aims of travel and tourism organisations A4: How travel and tourism organisations work together</p>	<p>Component 1 – Travel and Tourism organisations and destinations</p> <p>Learning aim B – Explore Travel and Tourism and tourist destinations – coursework to be completed</p> <p>B1: Types of tourism B2: Tourist destinations B3: Reasons for travel</p>	<p>Component 1 – Travel and Tourism organisations and destinations</p> <p>Learning aim B – Explore Travel and Tourism and tourist destinations – coursework to be completed</p> <p>B4: Types of holiday B5: Types of accommodation</p> <p>Component 2 – Influences on Global Travel and Tourism (examined component)</p> <p>Learning aim A - Factors influencing global travel and tourism</p> <p>A1: Factors influencing global travel and tourism</p>	<p>Learning aim A - Factors influencing global travel and tourism</p> <p>A2: Response to factors</p> <p>Learning aim B: Impact of travel and tourism and sustainability</p> <p>B1: Possible impacts of tourism</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component)</p> <p>Learning aim B: Impact of travel and tourism and sustainability</p> <p>B2: Sustainability and managing social impacts B3: Sustainability and managing economic impacts B4: Sustainability and managing environmental impacts</p> <p>Learning aim C: Destination management</p> <p>C1: Tourism development</p>
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	<p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim A – Investigate how organisations identify travel and tourism trends</p> <p>A1: Types of market research</p> <p>A2: How travel and tourism organisations use research to identify customer needs</p> <p>A3: Travel and tourism trends</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component) – revision for exam to be sat in January</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component) – revision for exam to be sat in January</p> <p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim A – Investigate how organisations identify travel and tourism trends</p> <p>A4: Customer needs, preferences and considerations</p> <p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim B – Explore how to meet the needs and preferences of Travel and Tourism customers</p> <p>B1: Providing travel and tourism products and services to meet different customer needs</p>	<p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim B – Explore how to meet the needs and preferences of Travel and Tourism customers</p> <p>B2: Planning a holiday to meet customer needs and preferences</p> <p>Learning aim B: Formal assessment session 1</p> <p>Learning aim B: Formal assessment session 2</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component) – revision for resit if appropriate or complete any incomplete coursework.</p> <p>Learning aim B: Formal assessment session 1</p> <p>Learning aim B: Formal assessment session 2</p>	
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Year 11	<p><u>Introduction lessons:</u> BTEC What is T&T? Handbooks</p> <p>Component 1: Travel and tourism organisations and destinations</p> <p>Learning aim A: A1: Travel and tourism organisations A2: Ownership of travel and tourism organisations A3: Aims of travel and tourism organisations A4: How travel and tourism organisations work together</p>	<p>Learning aim B – Explore Travel and Tourism and tourist destinations</p> <p>B1: Types of tourism B2: Tourist destinations B3: Reasons for travel B4: Types of holiday B5: Types of accommodation</p> <p>Component 2 – Influences on Global Travel and Tourism (examined component)</p> <p>Learning aim A - Factors influencing global travel and tourism</p> <p>A1: Factors influencing global travel and tourism A2: Response to factors</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component)</p> <p>Learning aim B: Impact of travel and tourism and sustainability.</p> <p>B1: Possible impacts of tourism B2: Sustainability and managing social impacts B3: Sustainability and managing economic impacts B4: Sustainability and managing environmental impacts</p>	<p>Component 2 – Influences on Global Travel and Tourism (examined component)</p> <p>Learning aim C: Destination management</p> <p>C1: Tourism development C2: The role of local and national governments in destination management C3: The importance of partnerships in destination management</p> <p>Prepare for final externally set assessment.</p>	<p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim A – Investigate how organisations identify travel and tourism trends</p> <p>A1: Types of market research A2: How travel and tourism organisations use research to identify customer needs A3: Travel and tourism trends A4: Customer needs, preferences and considerations</p>	<p>Component 3 – Customer needs in Travel and Tourism</p> <p>Learning aim B – Explore how to meet the needs and preferences of Travel and Tourism customers</p> <p>B1: Providing travel and tourism products and services to meet different customer needs</p> <p>B2: Planning a holiday to meet customer needs and preferences</p>
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Last updated March 2021

Enrichment

Contribution to students social, moral, spiritual, cultural, personal development & wellbeing				
Social	Moral	Spiritual	Cultural	Personal development & wellbeing
<p><i>Social</i></p> <p>Using a range of social skills appropriately in different contexts; appreciating diverse viewpoints; showing tolerance of the views of others; in your quest to understand individual's needs for tourism choices.</p>	<p><i>Moral</i></p> <p>Recognising right and wrong; understanding choices and consequences; investigating moral and ethical issues; offering a reasoned viewpoint. How does this impact the tourism industry and what it provides to tourists?</p>	<p><i>Spiritual</i></p> <p>Exploring beliefs and experiences; respecting all faiths and values; discovering and learning about the world and your place within it; using imagination and creativity; reflecting on your actions. Then linking this to travel and the tourism sector.</p>	<p><i>Cultural</i></p> <p>Appreciating cultural influences on the tourism sector and to understand why people want to participating in cultural opportunities; understand, accept, respect and celebrate diversity. What changes might people have to make when visiting destinations.</p>	<p>Careers links (outlined below)</p> <p>Understanding and development of geography skills to help with travel destinations</p> <p>Development and practice of numeracy based skills</p> <p>Understanding and development of empathy, tolerance & respect</p> <p>Development and practice of speaking & listening skills</p> <p>Understanding and celebration of a diverse society</p>
Careers / Gatsby benchmark links				
Links to careers / jobs	Careers talk (possible contacts)	Career & labour market information	Workplace visit	Encounters with further / higher education
<p>Travel and Tourism display in the main corridor shows links to careers and further education.</p> <p>Options presentation shows college & careers links</p>	<p>Potential talks from airlines and industry specialists</p>	<p>Regular research by staff are undertaken to explore the changes in the Travel and tourism field and regularly feedback to inform pupils of any changes that</p>	<p>Visiting Alton towers to see the organization and running of the company.</p>	<p>Develop some links with Manchester university and local colleges to deliver further education talks.</p>

Regularly discussed within lessons

may impact their chosen future career pathways.

Also Career interviews within school are taken place to guide and advise pupils on best routes and pathways for their progression to fulfill their ambitions.

In lesson career and job role examples are used.