

## Curriculum

BTEC Travel and Tourism is offered as an option subject at Key Stage 4. The course allows students to gain an overview of the travel and tourism sector and organisations within the sector.

In terms of assessment for this BTEC Travel and Tourism curriculum, official BTEC assignment briefs are used to set out the assessment criteria and students are introduced to these at the start of each new learning aim, command words are deconstructed and then specific criteria modelled.

### Year 10

The purpose of the Y10 curriculum is to provide an understanding the travel and tourism industry in the UK. These concepts are built upon in Y11 as well as examining the international travel and tourism industry.

#### *Term 1 –*

##### UNIT 1 – THE UK TRAVEL AND TOURISM SECTOR

In this unit, students will learn about what the UK travel and tourism industry has to offer to tourists. It will enable them to identify and locate tourist destinations, major UK airports and seaports, as well as to discover sea routes and three-letter airport codes.

Meeting different types of customer needs is a fundamental part of travel and tourism provision, so students will investigate the appeal of different types of UK destinations to different customer types.

Students will also be introduced to reference materials and various sources of information to enable them to draw together their knowledge of the tourist destinations in order to successfully plan UK holidays for different types of customers using a range of sources.

On embarking upon a career in the travel and tourism industry, students may find themselves working for an organisation that contributes to the success of a UK travel and tourism destination, for example in transport, visitor attractions or hospitality. This unit will increase the awareness of destinations of anyone aspiring to work in the travel and tourism industry in the UK.

Learning aim A: Students will learn about UK travel and tourism destinations and gateways. Students will learn about the different UK travel and tourism categories. They will examine the UK gateway airports and UK seaports, as well as UK road and rail travel. Students will be able to give examples of UK travel.

Students will complete their LAA assignment during this term.

Learning aim B: Students will investigate the appeal of UK tourism destinations for different types of visitors. Students will examine the appeal of UK destinations and the different types of visitors that visit these destinations. They will examine different ways of increasing appeal of these destinations.

Students will complete their LAB assignment during this term.

## *Term 2 -*

### UNIT 2 – UK TRAVEL AND TOURISM DESTINATIONS

Learning aim C: Students will plan UK holidays to meet the needs of different visitors. Students will learn about the sources of information that can be used to learn about tourist destinations. They will also use this information to plan UK holidays for different types of visitors, and justify the choices they have made.

Students will complete their LAC assignment during this term.

### UNIT 1 – UK TRAVEL AND TOURISM DESTINATIONS

In this unit, students will gain an understanding of the range of organisations involved with different types of tourism in the UK, including their roles, how they work together and how they use technology to meet changing customer needs. This understanding is useful for a wide range of travel and tourism jobs, including travel services, tourism services, conferences and events, visitor attractions and passenger transport.

Learning aim A: Students will learn about the UK travel and tourism sector and its importance to the UK economy. They will learn about the different types of tourism and the different types of travel. Students will examine sustainable tourism, the principles of sustainable travel and the benefits. Students will learn about the importance of the travel and tourism sector on the UK economy.

Learning aim B: Students will examine the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships. They will learn about the different industries in the travel and tourism sector. Students will learn about the key organisations in the travel and tourism sector and the different types of organisations within the sector. Students will also examine the interrelationships between different travel and tourism organisations.

## *Term 3 –*

### UNIT 1 – UK TRAVEL AND TOURISM DESTINATIONS

Learning aim C: Students will understand the role of consumer technology in the travel and tourism sector. Students will learn about the role of consumer technology in the travel and tourism sector.

Students will sit their external examinations for Unit 1 during this term.

### UNIT 3 – THE TRAVEL AND TOURISM CUSTOMER EXPERIENCE

In this unit, students will look at the definition of customer service and what the main aims of customer service are. Students will look at different types of customers, both internal and external to travel and tourism organisations. Students will consider the importance of customer service to travel and tourism organisations and understand the impacts of getting customer service right or, in some cases, wrong.

This unit has synoptic assessment which will enable students to select and integrate knowledge, understanding and skills from across the qualification when investigating customer service in different travel and tourism organisations.

Learning aim A: Students will investigate travel and tourism customer service. Students will examine what is “customer service”. They will examine the different organisations in the travel and tourism industry.

Students will complete their LAA assignment during this term.

Learning aim B: Students will explore the needs and expectations of different types of customer in the travel and tourism sector. Students will examine the different customer types in the travel and tourism sector, including internal and external customers. Students will learn about the different needs of different types of customers and will learn how to respond to these needs. Students will explore the expectations of different types of customers in the travel and tourism sector.

Students will start their LAB assignment during this term.

## Year 11

### Term 4 –

Learning aim B: Students will explore the needs and expectations of different types of customer in the travel and tourism sector.

Students will complete their LAB assignment during this term.

Learning aim C: Students will understand the importance of customer service to travel and tourism organisations. Students will learn about customer service and the skills needed to deliver customer service. Students will also learn about the impact of excellent and poor customer service has on travel and tourism organisations.

Students will complete their LAC assignment during this term.

### Term 5 –

#### UNIT 4 – INTERNATIONAL TRAVEL AND TOURISM DESTINATIONS

In this unit, students will be asked to locate numerous international holiday destinations and their gateways. Students will also be asked to investigate natural features, local attractions, accommodation and transport options to suit a variety of customers in various holiday destinations. This unit is particularly relevant for anyone who wishes to work in retail travel or tour operations and it will broaden students’ knowledge should they wish to work overseas, perhaps as a holiday representative or flying the world as cabin crew.

Learning aim A: Students will know the major international travel and tourism destinations and gateways. Students will learn the different continents and regions. They will learn to identify the major international gateways. Students will examine the different types of destinations in Europe and worldwide. Students will be able to give examples of international travel routes.

Students will complete their LAA assignment during this term.

Learning aim B: Students will investigate the appeal of international travel and tourism destinations to different types of visitor. Students will learn about the different features at different destinations and the types of visitors that visit the different types of destinations.

Students will complete their LAB assignment during this term.

Learning aim C: Students will be able to plan international travel to meet the needs of visitors. Students will learn how to product suitable itineraries that meet the needs of different visitors for both European and worldwide destinations.  
Students will start their LAC assignment during this term.

*Term 6 –*

Learning aim C: Students will be able to plan international travel to meet the needs of visitors.  
Students will complete their LAC assignment during this term.