



Willingdon

COMMUNITY SCHOOL

CURRICULUM BOOKLET

Travel and Tourism

Our School Curriculum Vision

To provide a curriculum fit for their future, building on the successes of their past. (Ready for post 16 and life) which allows our students to be safe, happy, well informed global citizens who have experienced a 5 - year progressive and dynamic curriculum where students have the opportunity to aspire and achieve and who embody the school's values of 'Personal Excellence' through a broad and balanced curriculum which is inclusive and reflective of our local needs.

Subject Vision

Travel and Tourism is the study of how and why people travel, and it encompasses the study of the entire travel and tourism industry. This includes its structure, history, and social and economic impact. Within this subject, students will learn many aspects of the industry such as; destinations, sustainability, products and services, customer service, marketing, consumer technology and environmental and social impacts of travel.

The BTEC Tech Award Level 1/2 aims to equip students with a comprehensive understanding of the global industry and to develop both mental and practical transferable skills for future careers in various sectors. This involves hospitality, attractions, tour operators, marketing and many more. The course is created to enhance knowledge of both international and domestic destinations. Students will gain both theoretical and practical experience through the coursework components through activities such as creating package holidays and conducting research into customer needs and trends, in addition to a range of educational trips.

By studying travel and tourism, students will develop transferable skills including how to:

- Create package holidays based on scenarios of customer needs
- Develop new products and services that could be offered by the industry to cater for the growing travel trends
- Analyse research and justify choices made by consumers
- Develop communication skills
- Develop research skills and analysing data

Skills developed through Travel and Tourism entail traits that future employers will be looking for and value the most; working independently, problem solving, analysing data and research methods, suggesting new products and services, communication and justifying decisions made.

Key Concepts in Travel and Tourism

Travel and Tourism has something for everyone and enhances the skills and knowledge needed for a future career within any of the tourism sectors.

Students will be expected to...

- Explore different relationships between organisations and the benefits they bring to both consumer and organisations.
- Research a range of organisations within the sector and summarise findings.
- Analyse and evaluate a range of market research methods used to collect information on consumer needs and trends.
- Develop new products and services the sector could offer with relation to the current customer trends.
- Analyse and create a package holiday for a given scenario and be able to justify the choices made.
- Explore how the industry stays current for consumer needs and trends.
- Discover a range of global influences which could impact the industry.

Assessment Objectives

Component 1

C1A - Demonstrate a understanding of the UK travel and tourism industry.

C1B - Explore popular visitor destinations.

Component 2

C2A - Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.

C2B - Recognise how the needs and preferences of travel and tourism customers are met.

Component 3

C3A - Factors that influence global travel and tourism.

C3B - Impact of travel and tourism and sustainability.

C3C - Destination management.

Btec Travel and Tourism Learning Journey



Year 11

Term 6: Component 2
Customer needs

Term 5: Coursework
Resubmission and
Component 2

Term 4: Component 2
Customer needs

Term 3: Component 1
Coursework

Term 1-2: Component 1
Organisations and
Destinations

Term 1: Component 2
Coursework

Term 2: Resubmission
and Component 3
Influences on Global
Tourism

Term 3-4:
Component 3

Term 5: Revision

Year 10

Component 1

- Ownership and Aims
- Organisation
- Visitor attractions
- Types of destination
- Tourism promotion
- Ancillary services
- New customer technologies

Component 2

- Market research
- Identifying customer needs and preferences
- Product development
- Changing trends
- Customer needs
- Planning a holiday

Component 3

- Factors influencing global travel
- Impacts of tourism
- Emerging destinations
- Tourism infrastructure
- Sustainability
- Restrictions of travel

**The world is your
Oyster!**



Programme of Study

Key Stage 4

The BTEC Tech Award Level 1/2 is divided into three components. Components 1 and 2 are assessed by internally completed coursework, with a weighting of 33.3% per component of the student's overall grade (66.6% overall with the two coursework components). Students will then be expected to complete a two-hour external exam, based on Component 3 (weighing 33.3%).

Year 10 students will cover...

C1 Travel and Tourism Organisations and Destinations

- Demonstrate an understanding of the UK Travel and Tourism industry.
- Ownership and aims of Travel and Tourism organisations, and how they work together.
- The role of consumer technology in Travel and Tourism.
- Explore popular visitor destinations.
- Different types of Tourism and Tourism activities.
- Popularity of destinations with different visitor types.
- Travel options to access tourist destinations.

C1 Coursework

Pearson will release a PSA (Pearson Set Assignment) which will consist of 5 tasks, some tasks will require recall of knowledge and understanding of lesson content, whereas others will be research-based tasks on a given scenario.

Component 2 – Customer Needs in Travel and Tourism

- Demonstrate an understanding of how organisations identify customers' needs and Travel and Tourism trends.
- How Travel and Tourism organisations may use market research to identify customer needs and preferences.
- To be able to recognise how the needs and preferences of Travel and Tourism customers are met.
- How Travel and Tourism organisations provide different products and services to meet customer needs and preferences.
- Customer needs and different types of travel.

Year 11 students will cover...

C2 Coursework

Pearson will release a PSA (Pearson Set Assignment) which will consist of 5 tasks, some tasks will require recall of knowledge and understanding of lesson content, whereas others will be research-based tasks on a given scenario.

Component 3 – Influences on Global Travel and Tourism

- Economic, political, natural, media and health and safety factors influencing global Travel and Tourism.
- Economic and environment impacts of Travel and Tourism.
- Emerging destinations.
- Mature destinations.
- The importance of partnerships in destination management

Final Assessment – Students will sit a 2-hour external exam paper on C3.

Options Booklet Entry

Course title: BTEC Tech award Level 1/2 in Travel and Tourism

Exam board: Pearson -BTEC

Overview

66.6% overall coursework weighing in the overall grade, with a final exam taken weighing 33.3% of the final grade.

This exciting new course explores the Travel and Tourism industry from both the travel organisation's needs as well as the customer. Students will learn and explore what the world has to offer through vocational contexts by studying the aims, products and services of different Travel and Tourism organisations, their use of consumer technologies, the features of tourist destinations, how organisations meet the needs of their consumers and global influences on the industry. Students are empowered by developing transferable skills, such as researching, planning and problem solving.

How its assessed

Component 1- Travel and Tourism organisations and destinations.

Coursework assessment 60 marks 33.3 % of overall grade (this coursework component is completed in year 10)

This unit of the course is assessed by an extensive piece of coursework worth 60 marks of the final BTEC grade, by completing a range of tasks set by the exam board. Students will need to transfer knowledge and understanding of content and be able to research and plan independently to problem solve the provided scenarios.

Throughout this unit students will investigate a range of Travel and Tourism organisations in the UK, their ownership, aims, key products and services and how they all work together. They will explore a range of consumer technologies and their roles within the industry. Learners will understand the different types of tourism, visitors and how to investigate popular routes to a range of travel destinations.

Component A – Demonstrate an understanding of the UK Travel and Tourism industry. Within this section of the coursework students will need to look into organisational aims, products and services they offer and how they enhance the customers experience.

Component B – Explore popular visitor destinations. Within this section of the coursework the students will be given a set visitor attraction to research and plan a holiday for a specific scenario provided by the exam board.

Component 2 – Customer needs in Travel and Tourism

Coursework assessment 60 marks 33.3 % of overall grade (this coursework component is completed in year 11)

Again, this unit is assessed by another piece of coursework worth 60 marks of the final BTEC grade. Students apply their understanding in exploring how needs are met with respect to both the organisations and customers to complete a range of assessment tasks set by the exam board. Throughout this unit, students will investigate how organisations use market research to identify trends, customer needs and preferences.

Component A – Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.

Component B – Recognise how the needs and preferences of travel and tourism customers are met.

Component 3 – Influences on global travel and tourism (2-hour exam paper 60 marks)

Students will need to apply and build on their knowledge and understanding of Unit 1 and Unit 2 to answer a number of short and long answer questions in an external exam. This paper will focus on the factors influencing tourism, the impact of tourism on destinations and destination management in Travel and Tourism.



Assessment Plan for Key Stage 4

The course is organised into three components which is in line with the exam board (Pearson) scheme of work.

Throughout the course, students will be supported to learn the appropriate knowledge, skills and terminology which will prepare them to be successful throughout their coursework components, as well as their final exam.

In order to support students ability to complete coursework, similar tasks and research tasks will be embedded throughout the course to promote confidence and familiarity within coursework structure. .

After coursework submission, students are given feedback and a set period of time to make corrections, in order to improve their grade achieved for both Component 1 and 2 for final resubmission.

In year 10 students will complete:

C1 – Travel and Tourism Organisations and Destination

Students will then complete the PSA for C1.

Students will then move onto learning C2 at the end of school year.

C2 – Customer Needs in Travel and Tourism

In Year 11 the programme of study is:

Complete C2 content

Students will then complete the PSA for C2.

C3 - Influences on global Travel and Tourism

Final 2-hour external exam

There will be one mock exam to help determine revision plans and needs in term 3. Practise questions for Component 3 preparation will be embedded throughout homework and class tasks to ensure a familiarity in the structure of the questions and answers required.

Programme of Study

Key Stage 3

Literacy in Travel and Tourism

As a high weighting coursework based subject, students will be expected to be able to construct detailed accounts and answers to set tasks from the exam board. All coursework must be completed in school. Recall of key words and content is vital to successfully complete coursework standards and preparation for final exam for C3.

We practise structures to help form detailed paragraphs for coursework and practise exam style questions for best preparation for the final exam.



Numeracy in Travel and Tourism

Throughout each component, students will need to be able to complete costings to create packages and be able to work within a budget to meet scenario needs set from the exam board. Students will need to look at comparing data, statistics and analysing market research trends and research.

Raising aspirations in Travel and Tourism

High expectations are enforced throughout the course, and students are supported from the moment they start the course to reach their full potential. We do this by:

- Designing the curriculum to involve a variety of learning techniques in lessons.
- Differentiating work so that all students can access the learning and feel challenged in their work.
- Completing a range of practise tasks for the PSA to build confidence and stretch ability to reach full potential.
- Offering support sessions for coursework.
- Guidance in creating revision aids for the final exam.
- Educational trips to experience the sector first hand.
- Careers sessions with talks from people working in different sectors.

Broadening horizons in Travel and Tourism

Many students go onto studying Travel and Tourism in college, this course enables them to create and embed their knowledge to prepare them for future studies.

During the course we experience a few trips which allows students to experience the sector and be able to draw on their experience to help them complete a number of PSA tasks.

We also have a career event where we have guest speakers talking to the students about their Travel and Tourism career pathways and share experiences and broadening horizons.



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