



St. Wilfrid's
R.C. College

Travel and Tourism

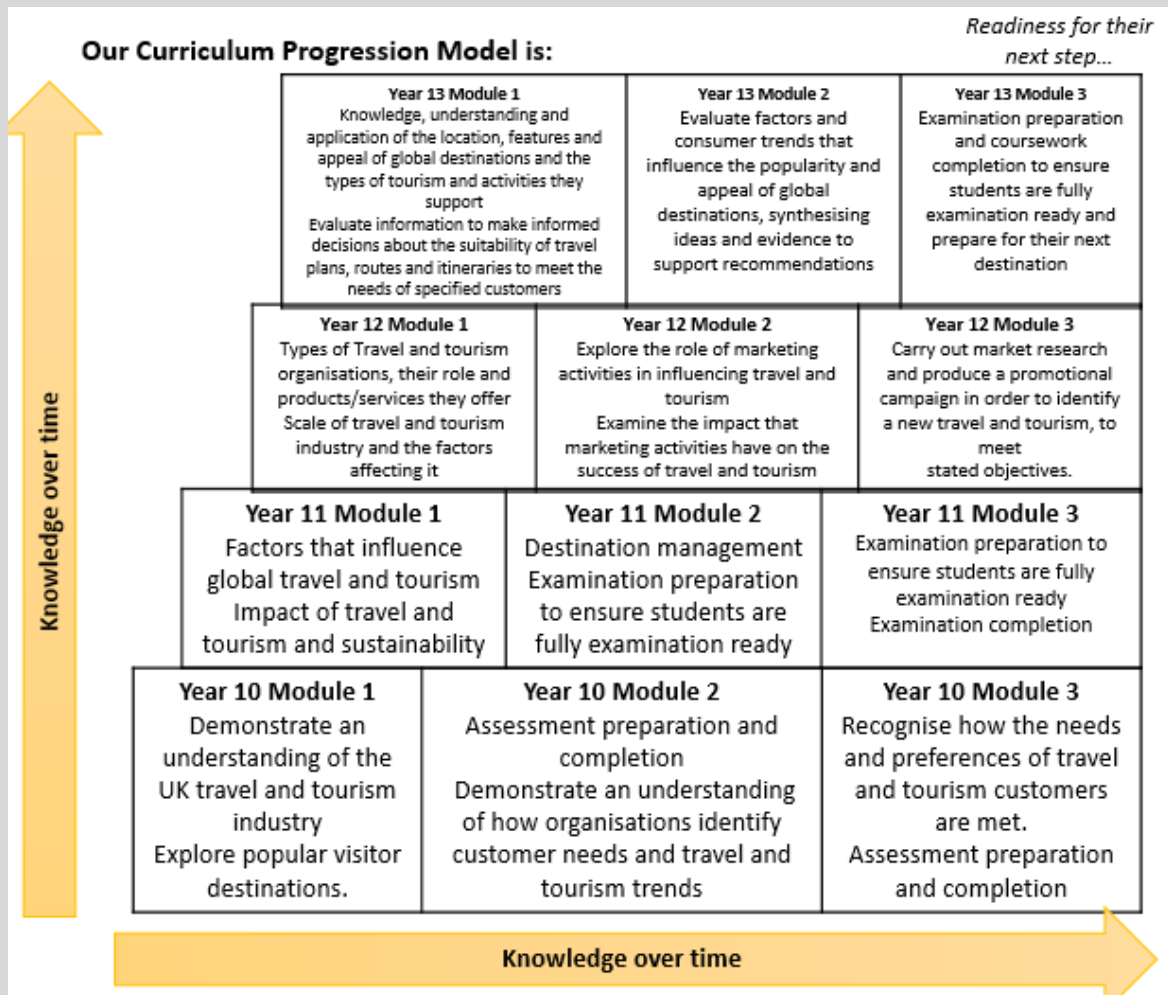
*Excellentia per fidem,
per scientiam, per adiuvatum*

Excellence through faith, learning and support

Curriculum Intent: Vocational Travel

Our intention is to immerse students in the rapidly growing industry of travel and tourism. To empower students to have a passion for the subject and raise their aspirations and desires to travel. Students will investigate a range of UK and world class travel and tourism destinations and explore the key features of appeal of the destinations. Students will understand the economic importance of tourism. Through studying this course, students will be fully equipped with the skills required to successfully work in a range of travel and tourism organisations.

As a department all travel and tourism teachers are committed to supporting all learners in developing a deep understanding of the travel and tourism curriculum. Teachers have a passion for the subject and all have a high level of knowledge and experience to enrich students.



Curriculum Intent: Vocational Travel

The travel and tourism teaching team set relevant challenging and topical homework that will help learners progress throughout the course. Some homework activities will require students to carry out their own independent research and report their findings back to their peers in the form of a presentation.

All learners will have extended writing opportunities set as part of our homework, this helps prepare students for formal assessments in this subject area. As reading is an important part of the course, students will have the opportunity to independently read case studies on various recommended platforms, such as Travel Weekly and the Travel Trade Gazette . Most recently all students will be set, “writing like an travel expert...” challenges which allows them to develop their passion for reading round the subject and developing their writing skills.

Staff routinely provide opportunities for formative and summative assessments to assess the progress of learners over time, this allows for appropriate intervention to be put in place to allow them to achieve their very best. Staff regularly implement retrieval activities within their lesson planning as part of our formative assessment.

Teaching staff are experienced external examiners who have extensive knowledge of the mark schemes and exam technique to support students to prepare them for summative assessments.

The travel and tourism teaching team engage students in real life scenarios, where students need to solve complex problems and present solutions. Students are expected to use key travel and tourism terminology during class discussions and writing work. We encourage students to attend working lunch sessions which gives them the opportunity to deepen their knowledge and allows them to build upon what they've been taught in class. The teaching team encourage students to partake in travel and tourism activities and report their experiences back to the class.

All of our lessons have stretch and challenge opportunities which allows the students to achieve their god given potential.

Curriculum Intent: Vocational Travel

The travel and tourism department has strong industry links and continuously seek to invite guest speakers to deliver educational talks as well as take students on educational visits. Students are encouraged to watch enterprising TV programmes such as the Apprentice and Dragon's Den. Students are also encouraged to watch age appropriate news which gives them an insight on the current travel industry.

	Year 12	Year 13
Exam Board website: www.edexcel.org		
Websites	www.ons.gov.uk www.tourismalliance.com www.travelmole.com www.visitbritain.com www.wttc.com www.youtube.co.uk	
Key texts and books	Travel Trade Gazette – for the latest travel news, opinions and features Travel Weekly – for travel news, analysis and features Pearson BTEC National Travel and Tourism Student book by Gillian Dale Ali AB (2015), Travel and Tourism Management, PHI Learning (ISBN 9788120350588) Stewart S, Warburton F and Smith JD (2016), Cambridge International AS and A Level Travel and Tourism Coursebook (second edition) Cambridge University Press (ISBN 9781316600634) Youell R (2010), Travel and Tourism for BTEC National Level 3 Book 1 (third edition), Travel and Tourism Publishing Ltd (ISBN 9780956268044)	

	Vision	Key Concepts and Key Skills
Year 10	To develop students knowledge of all aspects of the travel and tourism industry. Students will explore visitor destinations within the UK and beyond. To inspire students and the features of popular visitor destinations and how they support different types of tourism and tourist activities. Students will develop an understanding of different types of visitor and research popular visitor destinations and the ways people may travel there. Students will consider the suitability of a given destination and travel options for a specified type of visitor. Students will investigate how organisations use market research to identify travel and tourism trends and identify customer needs and preferences. They will apply their understanding by exploring how specific needs are met by organisations and how travel planning meets customer needs and preferences.	<ul style="list-style-type: none"> ✓ UK Mapping skills ✓ ICT skills ✓ Presenting skills ✓ Communication ✓ Problem solving ✓ Extended Writing ✓ Report writing
Year 11	To explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Students will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.	<ul style="list-style-type: none"> ✓ Worldwide Mapping skills ✓ Customer Service Skills ✓ Communication skills ✓ ICT skills ✓ Presenting skills ✓ Problem solving ✓ Extended Writing ✓ Report writing
Year 12	To provide students with the foundation to study other units in travel and tourism. They will explore the key components and scale of the industry, using data to analyse key trends and their impact. Students will investigate the use of marketing in travel and tourism organisations and how to meet customer expectations in order to inform a promotional campaign of their own design.	<ul style="list-style-type: none"> ✓ Research skills ✓ ICT skills ✓ Presenting skills ✓ Problem solving skills ✓ Extended writing ✓ Report Writing
Year 13	To allows students to investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations. Students will develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.	<ul style="list-style-type: none"> ✓ Research skills ✓ ICT skills ✓ Presenting skills ✓ Problem solving skills ✓ Extended writing ✓ Report Writing

Course: BTEC Tech Award in Travel and Tourism

Summary of papers/coursework and assessment objectives

Component 1: Travel and Tourism Organisations and Destinations

Internally assessed coursework

In this component learners will explore visitor destinations within the UK and beyond. They will learn about the features of popular visitor destinations and how they support different types of tourism and tourist activities. The component provides the opportunity for learners to learn about different types of visitor and to research popular visitor destinations and the ways people may travel there. Learners will consider the suitability of a given destination and travel options for a specified type of visitor.

Component 2: Customer Needs in Travel and Tourism

Internally assessed coursework

In this component, learners will investigate how market research is used by travel and tourism organisations to identify travel and tourism trends such as types of holiday taken, when they are taken and where. Learners will consider the different ways organisations may respond to the trends identified. Learners will learn about the general and specific needs of different types of customer and how travel and tourism organisations meet these needs and preferences by offering a variety of products and services.

Component 3: Influences on Global Travel and Tourism

Externally assessed examination in May/June: 2 hour written examination

Learners will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Learners will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

Overall course description

Understanding in a range of areas. Learners taking this qualification will study three components, covering the following content areas:

- The aims of travel and tourism organisations, how different organisations work together and types of travel and tourism, the features that make destinations appealing to visitors and different travel routes
- How organisations use market research to identify travel and tourism trends, and customer needs and preferences, and selection of products and services and planning a holiday to meet customer needs and preferences
- Factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors, and the potential impacts of tourism on global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

This Tech Award complements the learning in GCSE programmes such as GCSE Geography and GCSE Business by broadening learners' experience and skills participation in different contexts, with the opportunity for them to practically apply their knowledge and skills through areas such as investigating different travel and tourism organisations, how they identify trends and customer needs to provide products and services, the factors influencing tourism, and the impact of tourism on destinations.

Course: BTEC Level 3 National Extended Certificate in Travel and Tourism

Summary of papers/coursework and assessment objectives

Unit 1: The World of Travel and Tourism

Externally assessed examination: 1.5 hour written examination

In this unit, students will gain an understanding of the scope of the industry, its terminology and its key components. Travel and tourism is a business with the customer at the forefront. Different types of organisation have different roles and offer a range of products and services to many different types of customer. Students will need to understand how the organisations work together to benefit both themselves and their customers and you should be able to name examples of the key organisations in all sectors.

This unit will enable students to progress to higher-education courses or to a career in the travel and tourism industry by developing your knowledge of how to analyse travel and tourism data and make decisions based on information from a variety of sources.

Unit 2: Global Destinations

External set task assessment

In this unit, students will use a range of resources to investigate the location and features of global destinations and explain the features that give appeal to global destinations and support different types of tourism. You will evaluate how travel plans/routes/itineraries meet customer needs. You will investigate consumer trends and the reasons the popularity of global destinations may change.

This unit will enable you to progress to higher-education courses by developing your knowledge of how to carry out research and make decisions based on information from a variety of sources. It will also help prepare students for a career in the travel and tourism industry as they apply geographical knowledge and evaluate travel and tourism data in order to meet a given brief.

Unit 3: Principles of Marketing in Travel and Tourism

Internally assessed coursework

In this unit, students will develop marketing skills through examining the specific aims and objectives of the marketing function and researching the needs and expectations of different customer types. Students will develop your ability to communicate the findings of this research. You will use market intelligence to plan and produce a promotional campaign for a new travel and tourism product or service. Students will learn about the importance of meeting customer expectations and communicating with customers effectively. Finally, students will investigate the different stages that an organisation or tourist destination goes through when marketing their products or services.

Unit 9: Visitor Attractions

Internally assessed coursework

In this unit, students will investigate visitor attractions and the different ways they are funded. You will explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors. By developing knowledge and skills in researching and evaluating the effectiveness of visitor attractions, the unit will help you progress to higher-education courses such as degrees in tourism, leisure or business studies. The wide range of skills and knowledge developed in this unit will also help your career progression.