



CURRICULUM PLAN

TRAVEL & TOURISM

BRAMHALL HIGH SCHOOL

Curriculum Intent

The Travel and Tourism sector is the biggest industry in the world today and becomes ever more important in our lives, whether experiencing holidays ourselves or working within the industry. As both our income and leisure time continues to increase, the Travel and Tourism industry builds and there are now thousands of jobs linked to this sector.

The Pearson Tech Award in Travel and Tourism will enable learners to acquire sector-specific applied knowledge 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 customer needs and preferences, and the influences on global travel and tourism as part of their Key Stage 4 learning. The qualification enables learners to develop their transferable skills, such as researching, planning, and making decisions and judgements. The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs. The qualification will broaden learners' experience and understanding of the varied progression options available to them.

Study of the qualification as part of Key Stage 4 learning will help learners to make more informed choices for further learning, either generally or in this sector. The choices that learners can make post-16 will depend on their overall level of attainment and their performance in the qualification. That could include A Levels as preparation for entry to higher education in a range of subjects, the study of a vocational qualification at Level 3, such as a BTEC National in Travel and Tourism, which prepares learners to enter employment or apprenticeships or to move on to higher education by studying a degree in the tourism sector.

YEAR 10

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	<p>Component 1 Travel and Tourism Organisations and Destinations Content</p> <p>Demonstrate an understanding of the UK travel and tourism industry:</p> <p>The major components of the UK travel and tourism industry</p> <p>The ownership and aims of travel and tourism organisations and</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8 (First teaching September 2022)</p>		<p>Components of Tourism: Learn more about the structure of the Travel and Tourism Industry by Dr Hayley Stainton: Components Of Tourism Learn More About The Structure of the Travel and Tourism Industry - YouTube</p> <p>The different types of tourist destinations by Dr Hayley Stainton: The Different Types Of Tourist Destinations - YouTube</p> <p>Inbound, Outbound and International Tourism by Dr Hayley Stainton: Inbound, Outbound & International Tourism The 3 Major Types Of Tourism Made SIMPLE - YouTube</p>	<ul style="list-style-type: none"> • Tourism • Tour operators • Travel agents • Accommodation providers • Visitor attractions • Heritage • Transport operators • Termina • Gateway • Ancillary services • Package holidays • Revenue • Visas • Private sector • Public sector • Voluntary sector

<p>how they work together</p> <p>The role of consumer technology in travel and tourism</p> <p>Explore popular visitor destinations:</p> <p>Visitor destinations</p> <p>Different types of tourism and tourism activities</p> <p>Popularity of destinations with different visitor types</p> <p>Travel options to access tourist destinations</p>					<ul style="list-style-type: none"> • Financial and strategic aims • Corporate social responsibility and sustainability • Consumer technology • Interrelationships, partnerships, and interdependencies • Domestic, outbound, and inbound tourism • Leisure and business tourism
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Term 1b	Component 1 Travel and Tourism Organisations and Destinations Mock	Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8	Component 1; application of knowledge through mock non-exam assessment		As above
Term 2a	Component 1 Travel and Tourism Organisations and Destinations Assessment	Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8	Component 1 Assessment: Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.		As above

<p>Term 2b</p>	<p>Component 1 Travel and Tourism Organisations and Destinations Assessment</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8</p>	<p>Component 1 Assessment Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>		<p>As above</p>
<p>Term 3a</p>	<p>Component 2 Customer Needs in Travel and Tourism Content</p> <p>Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends:</p> <p>Types of market research</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8</p>		<p>ABTA Travel Industry Reports and Publications: Travel Industry Reports & Publications Travel & Tourism Trends ABTA</p> <p>The Purpose of Market Research by Two Teachers: Market Research The Purpose of Market Research Explained Lego, Gymshark & Apple Examples - YouTube</p> <p>Primary Market Research by Two Teachers: Primary Market Research Explained Surveys, Focus Groups, Observations, and Test Marketing - YouTube</p>	<ul style="list-style-type: none"> • Primary research – questionnaires, surveys, visits, observation, interviews, focus groups, open and closed questions • Qualitative and quantitative research • Secondary research

<p>How travel and tourism organisations may use market research to identify customer needs and preferences</p> <p>How travel and tourism organisations may use research to identify travel and tourism trends</p> <p>Recognise how the needs and preferences of travel and tourism customers are met:</p> <p>Customer needs and preferences</p> <p>How travel and tourism</p>				<p>Secondary Market Research by Two Teachers: Secondary Market Research Explained Internet Research, External Reports, & Internal Sources. - YouTube</p> <p>Market Segmentation by Two Teachers: Market Segmentation How Gymshark use Market Segmentation Explained. - YouTube</p>	<ul style="list-style-type: none"> • Trade organisations • Stakeholders • Target market • Market segmentation • Socio-demographics • Customer journey • Accessibility • Budget • Corporate travel
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	<p>organisations provide different products and services to meet customer needs and preferences</p> <p>Travel planning to meet customer needs and preferences</p>				
Term 3b	<p>Component 2 Customer Needs in Travel and Tourism Mock</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8</p>	<p>Component 2: application of knowledge through mock non-exam assessment</p>		<p>As above</p>

YEAR 11

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	Component 2 Customer Needs in Travel and Tourism Assessment	Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8	Component 2 Assessment Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.		As above

<p>Term 1b</p>	<p>Component 2 Customer Needs in Travel and Tourism Assessment</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8</p>	<p>Component 2 Assessment Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>		<p>As above</p>
<p>Term 2a</p>	<p>Component 3 Influences on Global Travel and Tourism Content preparation.</p>	<p>Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8</p>	<p>Preparation for External assessment set and marked by Pearson, completed under supervised conditions.</p>	<p>Inbound Tourism Trends by VisitBritain: Inbound Tourism Trends Quarterly (visitbritain.org)</p> <p>Government Plans for Tourism: New plan to drive rapid recovery of tourism sector - GOV.UK (www.gov.uk)</p> <p>Government Travel Advice: Foreign travel advice - GOV.UK (www.gov.uk)</p>	<ul style="list-style-type: none"> • Recession • Disposable income • Legislation • Regulations • Geological hazards • Infrastructure • Epidemic, pandemic, endemic. • Sociocultural impacts

Term 2b	Component 3 Influences on Global Travel and Tourism Mock	Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8	Preparation for External assessment set and marked by Pearson, completed under supervised conditions.		As above
Term 3a	Component 3 Influences on Global Travel and Tourism Examination	Pearson BTEC Level 1 / Level 2 Tech Award in Travel and Tourism Specification 603/7048/8	Preparation for External assessment set and marked by Pearson, completed under supervised conditions.		As above