

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Pre Year 10						
This course is not studied in KS3			Interventions/support in place: Period 6 as required			
Year 10						
Qualification	BTEC Level 2 Tech award in Travel and Tourism					
Topic	Component 1: Travel and Tourism Organisations and Destinations	Component 1: Travel and Tourism Organisations and Destinations	Component 1: Travel and Tourism Organisations and Destinations	Component 1: Travel and Tourism Organisations and Destinations	Component 2: Customer Needs in Travel and Tourism	Component 2: Customer Needs in Travel and Tourism
<p><i>Learners will investigate travel and tourism organisations in the UK, their ownership, aims, key products and services, and how they work together. They will explore the role of different consumer technologies within the travel and tourism industry. Learners will understand the different types of tourism and different types of visitor, and will investigate the features of and routes to popular tourist destinations</i></p>	<p>LO: A Demonstrate an understanding of the UK travel and tourism industry:</p> <p>Accommodation providers: types: catered – accommodation offering meal options; self-catered – accommodation products and services to improve sustainability, meet changing trends, meet specific needs and enhance the visitor experience.</p> <ul style="list-style-type: none"> • Transport operators: o types: road, rail, sea, air o key products and services: different modes of transport; en- 	<p>LO: A Demonstrate an understanding of the UK travel and tourism industry</p> <p>Private – main aim is to make a profit.</p> <ul style="list-style-type: none"> • Public – main aim is to provide public services to benefit local communities’ providers. • Voluntary – main aim is to create social impact rather than make profit. • Common financial aims may include selling of goods and services to make a profit; increasing sales and maximising 	<p>LO: B Explore popular visitor destinations</p> <p>Types of visitor destination: cities cultural or historical towns or coastal resorts or countryside areas.</p> <ul style="list-style-type: none"> • Features of destinations: o natural attractions – features created by nature that attract visitors o purpose-built attractions. • inbound tourism refers to the activities of a visitor from overseas coming into the country • outbound tourism refers to the activities of 	<p>PSA component 1 Window opens. Students to complete 5 assignments on Unit 1’s content.</p>	<p>LO A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends</p> <p>Advantages and disadvantages of a range of primary research methods:</p> <ul style="list-style-type: none"> • Advantages and disadvantages of a range of secondary research methods: o online research o books, journals, trade magazines o company materials o market and government reports and statistic. 	<p>LO B: Recognise how the needs and preferences of travel and tourism customers are met</p> <p>Customer travel and needs: dates influencing the time of year that people can travel and the length of stay they can take – families with school-age children will be restricted by school holidays.</p> <ul style="list-style-type: none"> • Desirable preferences: responsible tourism – being environmentally friendly, minimising carbon footprint o convenience of travel and destination – routes, departure times

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	<p>route accommodation sustainability, meet changing trends, specific needs and to enhance the passenger experience.</p> <ul style="list-style-type: none"> • Visitor attractions: o types: natural, purpose-built, heritage o key products and services. • Tour operators: o types: domestic, inbound, outbound; specialist, mass market o key products and services: the production of package holidays/tours as defined by the most current travel regulations. • Travel agents: o types: business; retail; home worker; independent, multiple; online travel agencies. • Tourism promotion: o types: visitor information centre, regional tourism agency, national tourist board of key products and services. 	<ul style="list-style-type: none"> • Ways of working together include joint marketing, advertising and promotional activities. • Examples of travel and tourism organisations working together. • Reasons for working together include: efficient business operations; increased sales and income • Types of consumer technology used by organisations in the travel and tourism industry include. • Reasons travel and tourism organisations offer consumer technology include. • Advantages and disadvantages for customers and organisations of consumer technology. 	<p>a visitor outside of their country of residence. (Source: adapted from VisitBritain).</p> <ul style="list-style-type: none"> • Leisure tourism – travelling for pleasure, enjoyment, relaxation, celebration; holiday; visiting friends and relatives (VFR); special interest tourism including education, culture, death/tragedy (dark tourism). • Business tourism – travelling for a job or work away from the usual place of work; includes attending meetings, conferences, exhibitions. • Visitor types include: families. <p>Modes of transport: o air: short haul, long haul, scheduled, budget, charter/private charter o rail: including regional, national, Channel Tunnel options, heritage, overnight services o sea: including ferries, boats,</p>		<ul style="list-style-type: none"> • identify types of customers and a range of customer needs – needs of families with children, solo travellers, leisure travellers, business travellers • identify market segments and target markets – by age, gender, lifestyle, geographical location • inform product development – adaptation of products and services to meet new or changing customer needs; developing new products and services • measure customer satisfaction – to encourage customer loyalty and respond to feedback • visitor numbers and access to new and emerging destinations trends • customer spending behaviour on holiday 	<p>and frequency, on-board services, transfer times.</p> <p>Products and services offered include pricing and booking options – group, family discounts; off peak pricing customer service and assistance.</p> <p>Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests: short breaks – city breaks, countryside breaks, stag and hen holidays – package, independent, cruises special events – major sporting occasions, seasonal events.</p> <ul style="list-style-type: none"> • Corporate travel – associated with work or a job but it will take place away from the usual place of work. It may or may not involve an overnight stay. • Visiting Friends and Relatives (VFR): o may be domestic, inbound or outbound involves overnight stay, usually in

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	<ul style="list-style-type: none"> • Ancillary services: o types: specialist ancillary providers, ancillary provision as an additional service o key product and services: 		<ul style="list-style-type: none"> ships o land: including bus, coach, car, taxi. • Transport hubs and gateways: o airports o bus/coach stations o ferry/cruise terminals o railway stations. • Suitability of travel routes, relating to: o departure and arrival points. 		<ul style="list-style-type: none"> • increasing environmental/cultural awareness • changing trends in leisure, health and sport 	<ul style="list-style-type: none"> home of friend or relative • Day trips – visits that do not involve an overnight stay. Travel planning by: establishing customer needs and preferences from the information provided o using different sources of information.
Extended Learning	distinction task and the use of case studies will be set at the discretion of the individual teacher.	distinction task and the use of case studies will be set at the discretion of the individual teacher	distinction task and the use of case studies will be set at the discretion of the individual teacher	period 6 lessons offered throughout the PSA window	extra revision will be set at the discretion of the individual teacher	extra revision will be set at the discretion of the individual teacher
Formal Assessment	5 Pearson Set Assignments will need to be completed during the PSA window.	5 Pearson Set Assignments will need to be completed during the PSA window.	5 Pearson Set Assignments will need to be completed during the PSA window.	5 Pearson Set Assignments will need to be completed during the PSA window.		A piece of written coursework will need to be completed at the end of a teaching block. Students will have a hand in date. It will be marked and if needed

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Year 11						
Qualification	Btec level 2 Tech Award In Travel and Tourism					
Topic	Component 2: Customer Needs in Travel and Tourism	Component 2: Customer Needs in Travel and Tourism	Component 3: Influences on Global Travel and Tourism	Component 3: Influences on Global Travel and Tourism	Component 3: Influences on Global Travel and Tourism	Component 3: Influences on Global Travel and Tourism
Sequencing	<p>LO: 3 Meeting the needs and preferences of customers</p> <ul style="list-style-type: none"> • Visiting Friends and Relatives (VFR): o may be domestic, inbound or outbound involves overnight stay, usually in home of friend or relative • Day trips – visits that do not involve an overnight stay. • Travel planning by: establishing customer needs and preferences from the information provided o using different sources of information. 	<p>PSA window 2 opens</p> <p>Students to complete the 5 assignments on Unit 2's content.</p>	<p>LO: 1 Factors influencing global travel and tourism</p> <p>Economic factors – an understanding of how:</p> <ul style="list-style-type: none"> • recession/boom can affect the amount of money people are willing to spend on holidays and travel • Political factors – an understanding of: the different types of legislation: health and safety laws; employment laws; planning laws developing services and facilities. • Natural factors – an understanding of how severe weather events can create natural disasters. • Media factors – an understanding of: different types of media: print – newspaper reports/articles. 	<p>LO: 2 A2 Response to factor</p> <p>Travel and tourism organisations – an understanding of possible responses.</p> <ul style="list-style-type: none"> • Government: local, regional, national – an understanding of possible responses. • Voluntary organisations – an understanding of possible responses. • Sociocultural impacts of tourism are the changes to the everyday lives of people living in global destinations (host communities) and to their values, customs, traditions, arts and way of life. The changes result from direct and indirect contact with tourists and interactions with travel and tourism. 	<p>LO: 3</p> <p>What is sustainable tourism? By its very nature, tourism values the things that are most precious in our world.</p> <ul style="list-style-type: none"> • The aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism for destinations. • transport and essential infrastructure can be established/improved to benefit local people/communities • local communities can be consulted/involved in the decision-making stage of tourism development • local communities have a share or ownership of a resort/lodge and provide staffing • taxes are imposed on incoming visitors and the 	<p style="text-align: center;"><u>Unit 3 exam Synoptic Unit</u></p>

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			<ul style="list-style-type: none"> ● Safety and security factors – an understanding of: ● risks relating to personal safety and security in an unfamiliar environment. ● Health risk factors – an understanding of the causes and symptoms of infectious diseases and illnesses: o endemic – a disease that is present permanently in a region or population. 	<ul style="list-style-type: none"> ● Economic impacts of tourism include the effect of the actual amount spent by tourists and indirect effects on the local and wider economies and other sectors. ● Environmental impacts of tourism are the result of the strain tourism can place on local land use and resources as well as the natural and built environments of global destinations. 	money raised used for community projects. <ul style="list-style-type: none"> ● Stages of tourism development as suggested by Butler’s Tourist Area Life Cycle (TALC) model. ● Emerging destinations – destinations that have recently (within the last ten years). ● Characteristics of emerging destinations may include: o visitors seek adventure, ‘authentic’ experience. 	
Extended Learning	distinction task and the use of case studies will be set at the discretion of the individual teacher	extra revision or distinction tasks will be set at the discretion of the individual teacher	distinction task and the use of case studies will be set at the discretion of the individual teacher	distinction task and the use of case studies will be set at the discretion of the individual teacher	N/A	N/A
Formal Assessment	A piece of written coursework will need to be completed at the end of a teaching block. Students will have a hand in date. It will be marked and if needed they have a 15 day resubmission attempt	Exam unit - The 2nd attempt at the exam to be taken in Jan of year 11. Coursework will also have to be written during this period	A piece of written coursework will need to be completed at the end of a teaching block. Students will have a hand in date. It will be marked and if needed they have a 15 day resubmission attempt	A piece of written coursework will need to be completed at the end of a teaching block. Students will have a hand in date. It will be marked and if needed they have a 15 day resubmission attempt		
Post Year 11						
Further Education/training in: T&T Level 3 college courses				Employment in: Travel agents, Hotels & Airports, National Trust		