

| Curriculum Overview | | | | |
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| Year Group | Term | Unit of Work | Assessment Content | Vocabulary mapping |
| 10 | 1 | <ul style="list-style-type: none"> Unit title - Travel and Tourism Component 1: Travel and Tourism Organisations and Destinations. <p>Why this? The specification content covers all areas for the Travel and Tourism BTEC qualification and ensures comprehensive coverage of all required knowledge and skills set out by the exam board. This structured approach guarantees that students are well-prepared for both internal and external assessments, while also gaining a clear understanding of the travel and tourism industry as well as gaining a qualification that is relevant to careers within the industry.</p> <p>Why now? The travel and tourism sector is recognised globally as being fast-paced and dynamic, providing a range of employment opportunities both directly and indirectly across the world. There are many factors which can impact the sector and the organisations that operate within it. The use of technology and innovation means that the sector is at the forefront of emerging trends and developments, igniting our passion for exploring new destinations and providing exciting opportunities to learn more about the world we live in.</p> <p>Students will know: Component 1: Travel and Tourism Organisations and Destinations.</p> <ul style="list-style-type: none"> Travel and tourism organisations, Their aims and how they work together. | <p>Weekly topic assignments (homework)</p> <p>Internal assessment</p> | <p>Tourism – the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes.</p> <p>Catered – accommodation offering meal options.</p> <p>Concierge – a member of staff, usually found in a 4 or 5-star hotel, who helps guests by providing directions, recommendations and advice, booking tours and making reservations at theatres and restaurants.</p> <p>Terminal - a location where transport journeys start or end.</p> <p>Gateway – a place where visitors enter or</p> |

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| | <ul style="list-style-type: none">You will explore types of travel and tourism, the features that make destinations appealing to visitors and different travel routes <p>Students will be able to:</p> <ul style="list-style-type: none">Develop knowledge and technical skills in a practical learning environment.Develop key skills through vocational contexts, by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism. | | <p>exit the UK and continue their journey e.g. a large international airport like London Heathrow.</p> <p>Short haul – a flight that is under 4 hours.</p> <p>Long haul – a flight that is longer than 6 hours.</p> <p>Heritage attraction – Originally built for a different reason. Screen tourism – when people visit destinations and locations made popular in films and television series.</p> <p>Revenue – the amount of money an organisation receives from selling its products and services.</p> <p>Visas – official documents that allow a traveller to enter or leave a particular country as long as they meet specific conditions.</p> |
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| | <p>2</p> | <ul style="list-style-type: none"> Unit title -Component 2: Customer Needs in Travel and Tourism. <p>Why this? Components 1 and 2 are assessed through non-exam internal assessment. The non-exam internal assessment for these components has been designed to demonstrate application of the conceptual knowledge underpinning the sector through realistic tasks and activities.</p> <p>Why now? This style of assessment promotes deep learning through ensuring the connection between knowledge and practice. The components focus on:</p> <ul style="list-style-type: none"> the development and application of core knowledge and understanding of travel and tourism organisations, tourist destinations, and the needs of different travel and tourism customers the development and application of skills such as researching types of tourist destination and holidays reflective practice through carrying out research on travel and tourism products and services to make recommendations to meet customer needs <p>Students will know</p> <ul style="list-style-type: none"> How organisations use market research to identify travel and tourism trends, and customer needs and preferences. <p>Students will be able to:</p> <ul style="list-style-type: none"> Apply your understanding by selecting products and services and planning a holiday to meet customer needs and preferences | <p>Weekly topic assignments (homework)</p> <p>Internal assessment</p> | <p>Market Research The systematic process of gathering, analysing, and interpreting information about a target market, customers, and competitors to help businesses make informed decisions and identify opportunities.</p> <p>Primary Research The direct collection and analysis of original, firsthand data to answer a specific question or solve a problem, rather than relying on existing information.</p> <p>Secondary Research A research method that uses existing data and information that has already been collected by someone else, rather than generating new data.</p> <p>A closed question is a question with a limited, predetermined</p> |
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| | | | | <p>set of possible answers, such as "yes" or "no," a rating scale, or a choice between specific options.</p> <p>open-ended questions, invite detailed, narrative responses,</p> |
| <p style="font-size: 48px; text-align: center;">11</p> | <p style="text-align: center;">1</p> | <ul style="list-style-type: none"> Unit title -Component 3: Influences on Global Travel and Tourism. <p>Why this? The specification content covers all areas for the Travel and Tourism BTEC qualification and ensures comprehensive coverage of all required knowledge and skills set out by the exam board. This structured approach guarantees that students are well-prepared for both internal and external assessments, while also gaining a clear understanding of the travel and tourism industry as well as gaining a qualification that is relevant to careers within the industry.</p> <p>Why now? This component sets the students up for the external assessment set and marked by Pearson, completed under supervised conditions. The assessment will be completed in 2 hours within the period timetabled by Pearson. 60 marks.</p> <p>Students will know</p> <ul style="list-style-type: none"> The different factors that may influence global travel and tourism. | <p>Weekly topic assignments (homework)</p> <p>Formal Exam</p> | <p>Social factors: The broad range of social and cultural influences that shape people's behaviours, attitudes, and choices.</p> <p>Economic Factors: Monetary reasons that influence the state of the economy and impact businesses and individuals. E.g. interest rates, inflation, economic growth, and unemployment rates, all of which can affect consumer spending,</p> <p>Human Factors: The social, cultural, economic, and political elements that shape the interaction between</p> |

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| | <ul style="list-style-type: none"> • How travel and tourism organisations and destinations respond to these factors. <p>Students will be able to:</p> <ul style="list-style-type: none"> • Examine the potential impacts of tourism at global destinations • Understand how destinations can manage the impacts of tourism • Understand changes made to control and development tourism to be sustainable | | <p>humans and their environment.</p> <p>Physical Factors: The natural elements of Earth's environment, including landforms, bodies of water, climate, and natural resources, that influence human activity and the distribution of populations.</p> <p>Boom: A period of economic growth. Businesses grow, people generally have more money and spend more.</p> <p>Recession: is when the economy of a country drops significantly, for at least 6 months.</p> |
| | <p>Where will this take me?</p> <p>Once you have completed the qualification, you will have developed an understanding of the travel and tourism sector. You will have built useful skills, which are not generally covered in GCSE courses, and you will have developed a good understanding of whether the travel and tourism sector is for you and, if so, which part of it you might want to study further. If you decide to go on to further study of travel and</p> | | |

tourism, the best option for you will depend on the grades you have achieved in this and the other qualifications you have taken, and what you enjoy doing. You could progress to a Level 2 programme or to a Level 3 programme, such as A Levels, a T Level or a BTEC National, either on its own or in combination with A levels.

Who is this qualification for?

The Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism is ideal for you if you are a pre-16 student working at level 1 or level 2 and would like to find out more about the travel and tourism sector. This course offers a practical introduction to life and work in the travel and tourism sector. The qualification, which is 120 GLH, is the same size and level as a GCSE.

What other subjects go well with travel and tourism?

This course builds on and uses the knowledge and skills you learn in your GCSEs, particularly subjects including languages and maths. It can also be complementary learning for GCSE Geography. This course is different from studying GCSEs as, by taking part in different types of researching, investigating and activities, it gives you the opportunity to apply your knowledge, skills and the techniques you learn in practical ways.