

Subject: Travel BTEC

Year group: Yr 10

Department Curriculum Vision: The course is for learners who want 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 course enables learners to develop their transferable skills, such as researching, planning, and making decisions and judgements.

	Autumn Term 1	Autumn Term 2
Content: (Know what...)	<p>Component 1</p> <p>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.</p>	<p>Component 1</p> <p>Complete PSA 1</p> <p>In this component, you will learn about the different travel and tourism organisations and the products and services they offer. You will also consider their ownership and aims, such as increasing bookings, providing services, promoting a cause or contributing to the community, and you will explore the ways and reasons why travel and tourism organisations may work together.</p> <p>The travel and tourism industry is very competitive, and organisations need to constantly adapt and update the products and services offered. Many organisations have taken advantage of consumer technologies to keep ahead. You will explore the different ways organisations use consumer technology and investigate recent innovations that some organisations have already introduced such as VR (virtual reality) and AI (artificial intelligence).</p> <p>In this component you will explore visitor destinations</p>

		<p>within the UK and beyond. You 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 you to learn about different types of visitor and to research popular visitor destinations and the ways people may travel there. You will consider the suitability of a given destination and travel options for a specified type of visitor.</p> <p>You will develop transferable skills, such as research skills, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.</p>
Skills: (know how...)	<ul style="list-style-type: none">● Analytical skills● Research skills● Data interpretation	<ul style="list-style-type: none">● Research skills● Presentation● Writing longer article● Analytical skills

Key vocabulary	<ul style="list-style-type: none"> ● Travel agents ● Accommodation providers ● Tourist attractions ● Corporate social responsibility 	<ul style="list-style-type: none"> ● Tourist destinations ● Hub ● Inbound tourism ● Outbound tourism
Mid Term Assessment	PSA1 practice	PSA1 (REAL)
End Term Assessment	N/A	N/A
	Spring 1	Spring 2

<p>Content: (Know what...)</p>	<p>Component 2 Learners 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.</p>	<p>Component 2 Complete PSA 2 The travel and tourism sector has to meet the needs and preferences of many different types of customer. This can include customer needs such as wanting a holiday at a certain time of year or within a certain budget, and preferences such as individuals wanting an adventure holiday and families wanting a beach to visit and activities for young children. In this component, you 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. You will consider the different ways organisations may respond to the trends identified. You 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. In this component, you will consider how organisations use research to identify and respond to travel and tourism trends and consider how travel and tourism organisations meet customer needs and preferences. You will research information and plan a holiday for a specified customer. You will develop transferable skills, such as research and analysis, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.</p>
------------------------------------	--	--

Skills: (Know how...)	<ul style="list-style-type: none"> Analytical skills Research skills Data interpretation 	<ul style="list-style-type: none"> Research skills Presentation Writing longer article Analytical skills
Key vocabulary	<ul style="list-style-type: none"> Primary/secondary research Qualitative/Quantitative research Market segmentation Responsible tourism 	<ul style="list-style-type: none"> Differentiation Itinerary Green tourism Adventure tourism
Mid Term Assessment	PSA2 Practice	PSA2 (REAL)
End Term Assessment	N/A	N/A
	Summer 1	Summer 2
Content: (Know what...)	Course concluded after the January external exam	Course concluded after the January external exam

Skills: (Know how...)		
Key vocabulary		
Mid Term Assessment		
End Term Assessment		
Additional information		
Homework	<p>Students are assessed through PSAs and EUAs for each unit covered and how they apply knowledge gained during lessons.</p> <p>Exam questions based on Practice Sample Assessments (PSA's)</p>	
Extra curricular and enrichment opportunities	See supra curriculum.	
Useful links that will support learning	<p>Exam board website: https://qualifications.pearson.com/en/qualifications/btec-tech-awards/travel-and-tourism-2022.html</p> <p>British Tourist Authority: https://www.visitbritain.org/</p> <p>World Travel and Tourism Council: https://wtcc.org/</p>	

UN Tourism: <https://www.unwto.org/>

How parents
can support
learning

- Go through classwork and assist with homework
- Communicate with if there are problems
- Encourage your child to read the news with regards to the airline industry and travel and keep up to date with current affairs.