

TRAVEL AND TOURISM

Subject Vision

Our curriculum aims to broaden the horizons of our learners by exploring the Travel and Tourism industry. The subject showcases domestic and worldwide destinations, focusing on customer needs and business operations.

Aims:

- Learners will investigate travel and tourism organisations, their aims and how they work together.
- They will explore types of travel and tourism and the features that make destinations appealing to visitors.
- 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.
- Learners will investigate how organisations use market research to identify travel and tourism trends, and customer needs and preferences. They will apply their understanding by selecting products and services, and planning a holiday to meet customer needs and preferences

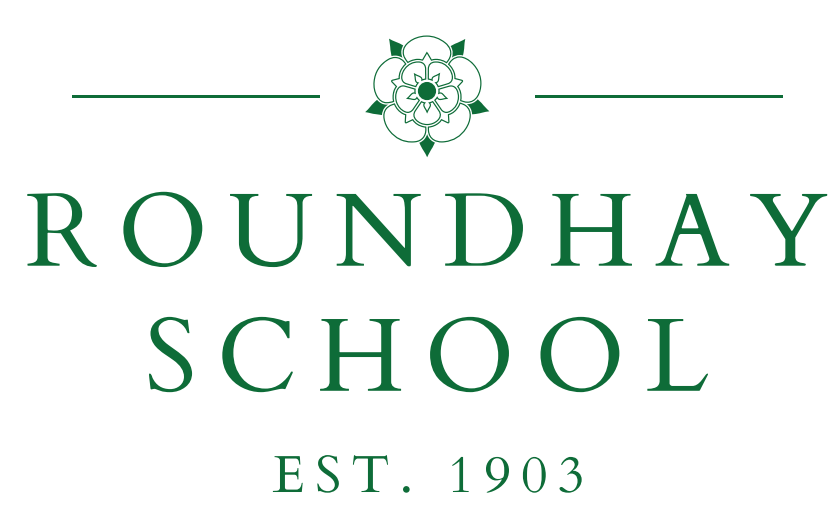
Unit 2: Influences on Global Travel and Tourism

Requires learners to apply their knowledge and understanding of the factors influencing tourism, the impact of tourism on destinations and destination management to travel and tourism contexts.



YEAR

9



Unit 1: Travel and Tourism Organisations and Destinations

assessed via internal assessment. An introduction to all the components in the Travel and Tourism industry.

YEAR

10

Unit 3: Customer Needs in Travel and Tourism

brings together all knowledge learnt in the course for a synoptic internal assessment. Pupils apply their knowledge and understanding of travel and tourism customer trends and customer needs and requirements



ROUNDHAY SIXTH FORM

YEAR

11

Recap unit 2

YEAR

12



Pupils complete exam in January

Year 1

Unit 1: The World of Travel and Tourism (exam)

- this unit provides the foundation for learners to study other units in travel and tourism. Learners will explore all aspects of industry, understanding the scope of the industry

Prior to starting the course, transition work in set.

Unit 3: The principals of Marketing in Travel and Tourism (Internally assessed)

Principles of Marketing in Travel and Tourism - learners focus on how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage customers.



Unit 9: Visitor attractions (internal)

Learners investigate the nature and role of both built and natural visitor attractions, their appeal, popularity, response to diverse visitor needs and the importance of delivering a memorable visitor experience.

YEAR

13

Year 2

Unit 2: Global destinations (externally assessed)

Learners investigate the features and appeal of global destinations. They prepare travel itineraries and recommend suitable destinations for customers.



BTEC Pearson Level 1/2 tech award in Travel and tourism

Pearson BTEC National Level 3 Travel and tourism