

## Travel and Tourism Curriculum Planning KS5

We complete qualification Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism, which is A-level equivalent. Pupils use the qualification to lead on to further education like a degree or to work in the travel and tourism sector. We focus on acquiring a range of skills to equip learners on to their next steps and try and give real life examples and experiences by guest speakers, up-to date case studies and trips. The BTEC National brings together applied learning by completing vocational tasks and build on transferable skills such as communication, teamwork and research and analysis, which are valued in both higher education and the workplace.

At Roundhay Sixth form year 12 and 13 are a merged group, so the course is organised into Year 1 and Year 2.

Year 1 (2022-23)

Unit 2: Global destinations (externally assessed in January)		Unit 9: Visitor attractions (internally assessed)	
<p>To know:</p> <ul style="list-style-type: none"> <li>• 2A Geographical awareness, locations and features giving appeal to global Destinations</li> <li>• 2B Potential advantages and disadvantages of travel options to access global destinations</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of the location, features and appeal of global destinations.</li> <li>• Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support.</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• 2C Travel planning, itineraries, costs and suitability matched to customer needs</li> <li>• 2D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</li> <li>• 2E Factors affecting the changing popularity and appeal of destinations</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Learners can conduct valid and reliable research and synthesise knowledge of consumer trends and/or factors that may influence the popularity and appeal of global destinations</li> <li>• Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers.</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• 9B: Examine how visitor attractions meet the diverse expectations of visitors.</li> <li>• Use of technology and its importance for visitor attractions</li> <li>• 9C: Explore how visitor attractions respond to competition and measure their success and appeal.</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Evaluate two different visitor attractions provide products and services for their different types of customers in order to meet and exceed customer expectations.</li> <li>• Identify the 'typical' visitor, their requirements and opportunity for primary and secondary spend.</li> <li>• Evaluate importance of technology for two different visitor attractions selected, how technology is used</li> </ul>	<p>Chance to resit unit 2</p> <p>Year 13 leave</p> <p>Year 12 only do assignment 9A</p> <p>To know:</p> <ul style="list-style-type: none"> <li>• 9A: Investigate the nature, role and appeal of visitor attractions</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Evaluate the appeal of two sufficiently contrasting examples of visitor attractions, the way they are funded and the contribution these visitor attractions make to the local and national economy.</li> </ul>

	<ul style="list-style-type: none"><li>• Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations to meet customer needs.</li></ul>	<p>and how it benefits the attraction and their customer.</p> <ul style="list-style-type: none"><li>• Examine the importance of responding to competition and measuring success and appeal of two different visitor attractions.</li></ul>	
	<p>Get exam pre-release and prepare for exam</p> <p>Exam January 2023</p>		

Year 2 (2023-24)

Unit 1 The World of Travel and Tourism		Unit 3 Principles of Marketing in Travel and Tourism		Final half term
<p>To know:</p> <ul style="list-style-type: none"> <li>• 1A Types of travel and tourism</li> <li>• 1B The types of travel and tourism organisations, their roles and the products and services they offer to customers.</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved</li> <li>• Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• 1C: The scale of the travel and tourism industry</li> <li>• 1D: Factors affecting the travel and tourism industry</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers</li> <li>• Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers.</li> <li>• Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• 3A Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism.</li> <li>• 3B Examine the impact that marketing activities have on the success of different travel and tourism organisations.</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Make judgements about the significance of different impacts of the marketing mix and the ways in which effective marketing and customer service work together.</li> <li>• Refer to industry examples to support the outcomes of their detailed examination.</li> <li>• Consider the relevance of the internal and external factors and different approaches used to achieve organisational success.</li> </ul>	<p>To know:</p> <ul style="list-style-type: none"> <li>• 3C Carry out market research in order to identify a new travel and tourism product or service.</li> <li>• 3D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Use primary and secondary market research to identify a valuable new travel and tourism product or service.</li> <li>• Create a promotional campaign for a new travel and tourism product or service with promotional material/activity, produced to industry standard.</li> <li>• Evaluate the extent to which campaign objectives can be</li> </ul>	<p>Chance to resit unit 1 Year 13 leave</p> <p>Year 12 only do assignment</p> <p>To know:</p> <ul style="list-style-type: none"> <li>• 9A: Investigate the nature, role and appeal of visitor attractions</li> </ul> <p>To know how to:</p> <ul style="list-style-type: none"> <li>• Evaluate the appeal of two sufficiently contrasting examples of visitor attractions, the way they are funded and the contribution these visitor attractions make to the local and national economy.</li> </ul>

	<p>impact on organisations and customers</p> <p>Exam January 2024</p>		<p>achieved through effective marketing.</p>	
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