


<p><b>Year: 10</b> <b>Subject: BTEC</b> <b>Travel and Tourism</b></p>	<p><b>Curriculum Intent:</b> Travel and Tourism is a study of the 5<sup>th</sup> largest industry in the country. It is a study designed by the industry to ensure young people have a knowledge base which allows them to develop skills and practices which are required in these industries and world of work.</p> <p>The course is made up of 3 components, each designed to build upon their previous learned material. The first is an exploration of the Travel and Tourism Sector, the second develops your understanding of the sector globally and the third gets you to apply your understanding to practical situations.</p> <p>The practical skills taught throughout this course will include logical planning and organisation skills, research and investigation skills, presentation, and engagement skills all of which are skills needed in the wider world of employment.</p>			
	<p><b>Term 1 – Component 1</b> <i>The type and purpose of different travel and tourism organisations, and how the purpose of organisations contributes to the travel and tourism sector</i></p>	<p><b>Term 2 – Component 1</b> <i>The type and purpose of different travel and tourism organisations, and how the purpose of organisations contributes to the travel and tourism sector</i></p>	<p><b>Term 3 – Component 2</b> Travel and tourism organisations and destinations are influenced by many factors, many of which are beyond their control; some factors will have a positive influence and some a negative</p>	
<p><b>Topic Titles (in order of delivery)</b></p>	<p>A: Investigate the aims of UK travel and tourism organisations A1: Travel and Tourism organisations A2: Ownership of travel and tourism organisations A3: Aims of travel and tourism organisations A4: How organisations work together</p>	<p>B: Explore travel and tourism and tourist destinations B1: Types of tourism B2: Tourist destinations B3: Reasons for travel B4: Types of holiday B5: Types of accommodation</p>	<p>A: Factors that influence global travel and tourism A1: Factors influencing global travel and tourism A2: Response to factors B: Impact of travel and tourism and sustainability B1: Possible impacts of tourism B2: Sustainability and managing social impacts B3: Sustainability and managing economic impacts</p>	
<p><b>Key knowledge / Retrieval topics</b></p>	<ul style="list-style-type: none"> <li>• Tour Operators</li> <li>• Travel Agents</li> <li>• Accommodation Providers</li> <li>• Conference and Event Providers</li> <li>• Tourist Attractions</li> <li>• Tourism Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• The meaning of the following terms: Visitor, tourist, domestic, outbound and inbound / Coastal areas (Seaside resorts)</li> <li>• Describe types of tourist destination and give examples of</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Factors</li> <li>• Political Factors</li> <li>• Natural Disasters</li> <li>• Media and Publicity</li> <li>• Safety and Security concerns</li> <li>• Health risks and precautions</li> </ul>	

	<ul style="list-style-type: none"> <li>• Transport Facilitators (Gateways and terminals)</li> <li>• Regulators and Trade Associations</li> <li>• Ownership types</li> <li>• Public, private and voluntary</li> <li>• Functions and purpose of organisations</li> <li>• Aims and objectives</li> <li>• Strategic Aims</li> <li>• CSR, sustainability, meeting regulatory standards</li> <li>• How UK Travel and Tourism organisations contribute to the UK Economy: Providing employment / Direct Spending by visitors circulating throughout the economy</li> <li>• Inbound tourism and Domestic tourism / How tourism growth or decline affects infrastructure development</li> </ul>	<p>the different features that would appeal to different types of visitors: Towns &amp; Cities, Capital Cities, historic and cultural / Countryside areas, national parks, AONB, Lakes, forests, wilderness and mountains</p> <ul style="list-style-type: none"> <li>• Evaluate how far the different features of a destination contribute to its appeal for different types of visitors: Geographical features &amp; natural resources / Visitor Attractions / Facilities / Climate</li> <li>• Reasons for travel: Leisure / Business / Modes of transport</li> <li>• Types of holidays and why particular types of holidays may be offered in a tourist destination: Package and all-inclusive / Independent or tailor-made / Multi-centre / Short breaks</li> <li>• Types of holidays and why particular types of holidays may be offered in a tourist destination: Touring / Specialist or niche / voluntary work or conservation / holiday parks</li> <li>• Types of accommodation and how accommodation creates appeal for destinations: Hotels, motels, guest houses, B&amp;B, apartments, bunk houses etc / Touring / Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• The names of key organisations involved in travel and tourism and the ways in which these organisations respond</li> <li>• Travel and tourism organisations possible responses / Government (Local, national or regional) / Voluntary organisations</li> <li>• Social impacts of tourism on destinations</li> <li>• Economic impact of tourism</li> <li>• Environmental impact of tourism</li> <li>• How to manage impacts of tourism</li> <li>• Visitor education</li> <li>• Improved infrastructure</li> <li>• Planning controls / Legislation and regulations / Visitor education</li> </ul>
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<b>Understanding / Sequence of delivery</b>	<p>Introduce the sector and the smaller functional areas of the industry.</p> <p>Look at each sector in turn and highlight purpose, aims and objectives and where there is natural overlap of services.</p>	<p>Link different sectors, organisations, and services to customers' needs.</p> <p>Identifying benefits and drawbacks of interrelationships of industries to maximise opportunity in travel and tourism.</p>	<p>Moving from a domestic tourism study to a global tourist study.</p> <p>Introduce international tourism, look at the economic benefits of</p>
<b>Assessment</b>	<p>Students are able to present information in a functional format, leaflet, poster or presentation.</p> <p>Students are able to evidence links between organisations through examples.</p>	<p>Students are able to provide reasons with justification in an evidenced way for travel and tourism organisations purposes.</p>	<p>Students can identify, explain and describe events. 2-6 marker skills for Component 2 exam.</p>