

<p>Year: 11 Subject: BTEC Travel and Tourism</p>	<p>Curriculum Intent: Travel and Tourism is a study of the 5th 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>Term 1 – Component 2 <i>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</i></p>	<p>Term 2 – Component 3 <i>Customer needs in travel and tourism; how to meet the needs of recognised customers</i></p>	<p>Term 3 – Component 2 <i>Revision of all exam sections Ensure all assignments are complete (including catch up assignments for late starters)</i></p>	
<p>Topic Titles (in order of delivery)</p>	<p>B: Impact of travel and tourism and sustainability</p> <p>B4: Sustainability and managing environmental impacts</p> <p>C: Destination management</p> <p>C1: Tourism development</p> <p>C2: The role of local and national governments in destination management</p> <p>C3: The importance of partnerships in destination management</p> <p>Exam preparation for Component Exam January 2023</p>	<p>A: Investigate how organisations identify travel and tourism trends</p> <p>A1: Types of market research</p> <p>A2: How travel and tourism organisations use research to identify customer needs</p> <p>A3: Travel and tourism trends</p> <p>A4: Customer needs, preferences and considerations</p> <p>B: Explore how to meet the needs and preferences of travel and tourism customers</p> <p>B1: Providing travel and tourism products and services to meet different customer needs</p> <p>B2: Planning a holiday to meet customer needs and preferences</p>	<p>A: Factors that influence global travel and tourism</p> <p>B: Impact of travel and tourism and sustainability</p> <p>C: Destination management</p> <p>Component 1 – Assignments x 2</p> <p>Component 3 – Assignments x 2</p>	
<p>Key knowledge / Retrieval topics</p>	<p>Role of governments</p> <p>Infrastructure development</p> <p>Managing destinations</p> <p>Tax benefits from Tourism</p>	<p>Market Research</p> <p>Primary / Secondary Research</p> <p>Quantitative / Qualitative Data</p> <p>Customers needs</p>		

	Public and Private Sector Voluntary Sector Advantages and disadvantages of partnerships	Product and service development Customer satisfaction and measuring it Trends and how to identify them Travel figures Visitor numbers Booking numbers / age Lifestyle factors	
Understanding / Sequence of delivery	Introducing exam questions Introducing exam scenarios Introducing Long answer questions MK Dons Hotel Visit	Exam Constructing practical research Practice in analysing results	
Assessment	Students can identify, explain and describe events. 2-6 marker skills for Component 2 exam.	Analytical skills developed from customer / market research activities. Presentation skills to meet the needs of an audience. Planning activities, travel plans for a given scenario with justification for choice and selection.	