

Course Outline:

Year 12: BTEC National Certificate in Travel and Tourism

Rationale – Unit 1: The World of Travel and Tourism provides the foundation for study of this course. The formal assessment for this unit is completed immediately after teaching in January, allowing students an opportunity to re-take the exam in the summer term. Content of this unit identifies terminology, key elements and topical issues which relate to the travel and tourism industry. These issues are initially identified in this unit and then elements are explored in further detail later in the course such as factors affecting the popularity and appeal of destinations in **Unit 2: Global Destinations**. Unit 1 also develops skills needed to examine, interpret and analyse statistics. In **Unit 3: The Principles of Marketing**, students will investigate the use of marketing in travel and tourism organisations and how organisations meet customer expectations. Students will explore how and why marketing is an important focus for any organisation in the industry and complete internally assessed assignments for this unit. The concept of marketing is later re-visited more specifically for visitor attractions when studying **Unit 9: Visitor Attractions**.

	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT
Autumn Term	<p><u>Unit 1: The World of Travel and Tourism</u></p> <p>SJF - Content A: Types of Travel and Tourism</p> <p>SJF - Content B: The Types of travel and tourism organisations, their roles and the products and services they offer to customers.</p> <p>SA- Content C: The Scale of the travel and tourism industry.</p> <p>SA- Content D: Factors affecting the travel and tourism industry</p>	<ul style="list-style-type: none"> • Types of Travel and Tourism • Types of Customer • Ownership and operating aims • Key sectors • Interrelationships and interdependencies • Technology • Importance of UK as a destination • Employment • Visitor numbers • Income and spending • Product development • Factors affecting organisations • Responses of organisations 	<p><u>Progress Assessment</u></p> <p>2 x sets of practice assessment questions based on Content areas A and B (SJF)</p> <p>2 x sets of practice assessment questions based on Content areas C and D (SA)</p> <p>2 x Full practice mock assessment papers based on all content areas. (1 x SJF and 1 x SA)</p> <p><u>Formal Assessment</u></p> <p>Full external Exam of Unit 1 in January</p>
	Christmas Holiday		
Spring Term	<p><u>Unit 3: The Principles of Marketing in Travel and Tourism</u></p> <p>SJF- Learning aim A: Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism.</p> <p>SJF- Learning aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations.</p> <p>SA- Learning aim C: Carry out market research in order to</p>	<ul style="list-style-type: none"> • Interrelationships between marketing and customer service • Influencing customer decision and meeting needs • Marketing mix • Role of marketing • How marketing contributes to success • Influences on marketing • Collecting market research • Analysing market research data • Using results to identify products and services. • Promotional Campaigns 	<p><u>Progress Assessment</u></p> <p>Open book assessment for Learning Aim A and B (SJF)</p> <p>Open book assessment for Learning Aim C and D (SA)</p> <p><u>Formal Assessment</u></p> <p>Internal Coursework Assignment for Learning Aims A and B - Produce a written report and presentation that explains and analyses different approaches to marketing. (SJF)</p> <p>Internal Coursework Assignment for Learning Aims C and D – Students carry out research and produce a written</p>

	<p>identify a new travel and tourism product or service.</p> <p>SA- Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</p>		<p>report that identifies a new travel and tourism product or service. Students will also produce a written promotional campaign and material for the new product or service. (SA)</p>
Easter Holiday			
Summer Term	<p>Unit 9: Visitor Attractions</p> <p>SJF- Learning Aim A: investigate the nature, role and appeal of visitor attractions</p> <p>SA- Learning Aim B: Examine how visitor attractions meet the diverse expectations of visitors.</p> <p>SA and SJF – Learning Aim C: Explore how visitor attractions respond to competition and measure their success and appeal.</p>	<ul style="list-style-type: none"> • Types of attractions • Scale, Scope and appeal of attractions • Funding • Additional revenue strategies • Types of visitors • Diverse expectations • Products and services • Primary and secondary spend • Meeting and exceeding expectations • Technology • Responding to competition • Success and appeal • Data analysis 	<p>Progress Assessment</p> <p>Open book assessment for Learning Aim A (SJF)</p> <p>Open book assessment for Learning Aim B (SJF)</p> <p>Open book assessment for Learning Aim C (SJF / SA)</p>



Course Outline:

Year 13: BTEC National Certificate in Travel and Tourism

Rationale

Global destinations are a key aspect of travel and tourism and their appeal is strongly influenced by factors such as their location, access and changing trends. Students will evaluate how travel plans / routes/ itineraries meet customer needs and will investigate consumer trends and the reasons the popularity of global destinations may change. Students will be able to make decisions based on information from a variety of sources of information and will be able to apply geographical knowledge and evaluate travel and tourism data. This links to **Unit 1: The World of Travel and Tourism** , **Unit 3: The Principles of Marketing** in Travel and Tourism and **Unit 9: Visitor Attractions**.

	CONTENT	KEY/FUNDAMENTAL CONCEPTS	ASSESSMENT
Autumn Term	<p><u>Unit 2: Global Destinations</u></p> <p>SJF – Content Area A: Geographical awareness, locations and features giving appeal to global destinations.</p> <p>SJF- Content Area B: Potential advantages and disadvantages of travel options to access global destinations.</p> <p>SA- Content Area C: Travel planning, itineraries, costs and suitability matched to customer needs.</p> <p>SA- Content Area D: Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations.</p> <p>SA- Content Area E: Factors affecting the popularity and appeal of destinations:</p>	<ul style="list-style-type: none"> • Geographical Awareness • Features and appeal of destinations • Appeal and types of tourism • Gateways and transport hubs • Advantages and disadvantages of travel routes and transport providers • Travel planning • Travel itineraries • Cost Factors • Customers and their needs • Consumer trends • Motivating and enabling factors • Factors affecting the popularity and appeal of destinations. 	<p><u>Progress Assessment</u></p> <p>2 x Practice assessment and research activities (SJF)</p> <p>2 x Practice assessment and research activities (SA)</p> <p>2 x Full Mock exams (1 x SJF and 1 x SA)</p> <p><u>Formal Assessment</u></p> <p>Full external Exam in January. Six hours of monitored research and preparation (part A) and three-hour external assessment (Part B)</p>
Christmas Holiday			
Spring Term	<p>REVISIT and RECAP</p> <p><u>Unit 9: Visitor Attractions</u></p> <p><input type="checkbox"/> SJF- Learning Aim A: investigate the nature, role and appeal of visitor attractions</p> <p><input type="checkbox"/> SA- Learning Aim B: Examine how visitor</p>	<ul style="list-style-type: none"> • Types of attractions • Scale, Scope and appeal of attractions • Funding • Additional revenue strategies • Types of visitors • Diverse expectations • Products and services 	<p><u>Formal Assessment</u></p> <p>Internal coursework assignment for Learning Aim A -Students research and deliver a presentation about two contrasting visitor attractions. (SJF)</p> <p>Internal coursework assignment for Learning Aim B- Students will</p>

	<p>attractions meet the diverse expectations of visitors.</p> <p><input type="checkbox"/> SA and SJF – Learning Aim C: Explore how visitor attractions respond to competition and measure their success and appeal.</p>	<ul style="list-style-type: none"> • Primary and secondary spend • Meeting and exceeding expectations • Technology • Responding to competition • Success and appeal • Data analysis 	<p>write an article to explain how visitor attractions meet the expectations of customers. (SA)</p> <p>Internal coursework assignment for Learning Aim C- Students will write a report that explains how two different visitor attractions respond to competition. (SJF and SA)</p>
Easter Holiday			
<p>Summer Term</p>	<p>Grades submitted to exam board at beginning of the term for verification</p> <p>Revision and re-sit opportunity for Unit 2: Global Destinations</p> <p>Course enrichment</p>		