



BTEC Travel and Tourism Tech Award Curriculum Intent: Start to End Point Mapping – Curriculum Sequence Grids



Year 10	Term 1	Term 2	Term 3
Unit(s) – As outlined in 39 week plans	Unit 1: Travel and Tourism Organisations and Destinations	Unit 1: Travel and Tourism Organisations and Destinations	Unit 2: Customer needs in travel and tourism
Key Retainable Knowledge & Skills	<p>A1 travel and tourism organisation Students should be able to describe the type and purpose of different travel and tourism organisations, and demonstrate an understanding of how its purpose contributes to the sector. This includes tour operators, travel agents, accommodation providers, tourist attractions, tourism promotion, transport facilities and providers, gateways and terminals, conference and events management, regulators and travel and tourism trade associations.</p> <p>A2 ownership of travel and tourism organisation Students should know the different types of ownership in the sector and how this impacts their function and aims.</p> <p>A3 aims of travel and tourism organisations Students should understand the main aims of a business, such as financial and strategic aims, and how they interrelate. They should also understand how travel and tourism organisations contribute to the UK economy.</p> <p>A4 how travel and tourism organisations work together Students should understand the different ways in which travel and tourism organisations work together. They will understand the reasons for working together and interrelationships and interdependencies help meet the organisational aims.</p> <p>B1 types of tourism Students need to understand the meaning of key terms related to travel and tourism, such as visitor, tourist, domestic tourism, inbound tourism and outbound tourism.</p> <p>B2 tourist destinations Students need to be able to describe different types of UK tourist destinations and give examples of features that would appeal to different visitor types. They need to be able to evaluate how far the different features of a destination contribute to its appeal for visitors.</p> <p>B3 reasons for travel Students need to be able to understand and give examples of different reasons for travel such as business and leisure, as well as different modes of transport.</p> <p>B4 types of holiday Students need to be able to describe different types of holiday, such as package and multicentre, and explain why particular types of holiday may be offered in particular tourist destinations, making links to local features such as geographical features or local attractions. They also need to be able to explain why different holiday types may appeal to different types of visitor.</p> <p>B5 types of accommodation Students need to be able to identify and describe different types of accommodation that may be available in different tourist destinations, evaluating how far the accommodation available may impact the appeal of the destination.</p>	<p>A1 travel and tourism organisation Students should be able to describe the type and purpose of different travel and tourism organisations, and demonstrate an understanding of how its purpose contributes to the sector. This includes tour operators, travel agents, accommodation providers, tourist attractions, tourism promotion, transport facilities and providers, gateways and terminals, conference and events management, regulators and travel and tourism trade associations.</p> <p>A2 ownership of travel and tourism organisation Students should know the different types of ownership in the sector and how this impacts their function and aims.</p> <p>A3 aims of travel and tourism organisations Students should understand the main aims of a business, such as financial and strategic aims, and how they interrelate. They should also understand how travel and tourism organisations contribute to the UK economy.</p> <p>A4 how travel and tourism organisations work together Students should understand the different ways in which travel and tourism organisations work together. 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They also need to be able to explain why different holiday types may appeal to different types of visitor.</p> <p>B5 types of accommodation Students need to be able to identify and describe different types of accommodation that may be available in different tourist destinations, evaluating how far the accommodation available may impact the appeal of the destination.</p>	<p>A1 types of market research Learners will know the meaning of the different types of market research carried out by organisations. They will understand when different types of research are used and the types of information they are used for.</p> <p>A2 how travel and tourism organisations use research to identify customer needs Learners will understand how travel and tourism organisations carry out and use market research to identify types of customer and customer needs. Learners will also learn how organisations use this information to provide a variety of services and products to meet customer needs, and thus financial and strategic aims.</p> <p>A3 travel and tourism customer trends Learners will understand the importance to travel and tourism organisations of identifying changing trends in people's travel and tourism habits so that they can identify changing, new or emerging markets and develop products for these markets</p> <p>A4 customer needs, preferences and considerations Learners will understand the different needs, preferences and considerations of travel and tourism customers, which can lead to travel and tourism trends, and how customer needs, preferences and considerations can influence the products and/or services they select. Learners will have the opportunity to apply learning from Components 1 and 2 when considering how customers select destinations to visit or products, such as holidays.</p> <p>B1 providing travel and tourism products and services to meet different customer needs and preferences Learners will understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims. Learners will assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.</p> <p>B2 Planning a holiday to meet customer needs and preferences Learners will understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers.</p>
Key Technical Vocabulary	Tour operator; travel agent; gateways; terminals; conference; regulator; arbitration; trade association; private ownership; public ownership; voluntary sector; business aims; financial aims; strategic aims; direct employment; indirect employment; gross domestic product; integration; interdependency; partnership; domestic tourism; inbound tourism; outbound tourism; leisure travel; transportation; package holiday; multicentre; niche; accommodation;	Tour operator; travel agent; gateways; terminals; conference; regulator; arbitration; trade association; private ownership; public ownership; voluntary sector; business aims; financial aims; strategic aims; direct employment; indirect employment; gross domestic product; integration; interdependency; partnership; domestic tourism; inbound tourism; outbound tourism; leisure travel; transportation; package holiday; multicentre; niche; accommodation;	Market research, secondary research, primary research, qualitative research, quantitative research;
Opportunities for Reading	Newspaper articles, news reports, websites, Trade Association materials, brochures.	Newspaper articles, news reports, websites, Trade Association materials, brochures.	Newspaper articles, news reports, websites, Trade Association materials, brochures.



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Developing Cultural Capital	Improved knowledge of the wider world, its history, traditions and culture. Discussion of wider job opportunities.	Independent study skills for completion of PSA, including self reliance, resilience and determination.	Understanding of people's lived experiences and needs. Global awareness
Cross Curricular Links (Authentic Connections)	Geography – global destinations RS – discussions of world religions	Geography – global destinations RS – discussions of world religions,	
Key Assessment		PSA Component 1 PSA released in early January for students to complete in normal lesson time. Deadline for Submission of centre marks and sample of learner work is 1st May	

Year 11	Term 1	Term 2	Term 3
Unit(s) – As outlined in 39 week plans	Unit 2: Customer needs in travel and tourism	Unit 3 : Influences on global travel and tourism	Unit 3 : Influences on global travel and tourism
Key Retainable Knowledge & Skills	<p>A1 types of market research Learners will know the meaning of the different types of market research carried out by organisations. They will understand when different types of research are used and the types of information they are used for.</p> <p>A2 how travel and tourism organisations use research to identify customer needs Learners will understand how travel and tourism organisations carry out and use market research to identify types of customer and customer needs. Learners will also learn how organisations use this information to provide a variety of services and products to meet customer needs, and thus financial and strategic aims.</p> <p>A3 travel and tourism customer trends Learners will understand the importance to travel and tourism organisations of identifying changing trends in people's travel and tourism habits so that they can identify changing, new or emerging markets and develop products for these markets</p> <p>A4 customer needs, preferences and considerations Learners will understand the different needs, preferences and considerations of travel and tourism customers, which can lead to travel and tourism trends, and how customer needs, preferences and considerations can influence the products and/or services they select. Learners will have the opportunity to apply learning from Components 1 and 2 when considering how customers select destinations to visit or products, such as holidays.</p> <p>B1 providing travel and tourism products and services to meet different customer needs and preferences Learners will understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims. Learners will assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.</p> <p>B2 Planning a holiday to meet customer needs and preferences Learners will understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers.</p>	<p>B3 Sustainability and managing economic impacts Students need to understand how tourism can support local communities and the actions government may take to restrict foreign owned companies.</p> <p>B4 Sustainability and managing environmental impacts Students will learn how visitors and traffic are managed in order to limit impacts on the local environment and communities, the importance of planning controls and legislation in achieving these goals, and the responsible use of resources, including water and wildlife.</p> <p>C1 tourism development Students will learn how the appeal and characteristics of some destinations may change over time. They need to understand how these changes and developments will impact destinations both positively and negatively. They need to also understand the suitability of emerging and maturing destinations for different holiday and visitor types.</p> <p>C2 the role of local and national governments in destination management Students will understand the role of government in developing and encouraging tourism as well as for destination management. They will learn the reasons that government may have for developing tourism to maximise positive impacts. Roles include travel restrictions and entry requirements, improving transport links, supporting the development of facilities and infrastructure, improving communication links and attracting private sector funding.</p> <p>C3 the importance of partnerships in destination management Students will learn how partnerships between organisations are managed effectively for the benefit of visitors, local communities and environments, and for the future. They will learn about partnerships between different organisations and sectors within travel and tourism and the reasons behind organisations forming partnerships</p>	<p>B3 Sustainability and managing economic impacts Students need to understand how tourism can support local communities and the actions government may take to restrict foreign owned companies.</p> <p>B4 Sustainability and managing environmental impacts Students will learn how visitors and traffic are managed in order to limit impacts on the local environment and communities, the importance of planning controls and legislation in achieving these goals, and the responsible use of resources, including water and wildlife.</p> <p>C1 tourism development Students will learn how the appeal and characteristics of some destinations may change over time. They need to understand how these changes and developments will impact destinations both positively and negatively. 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They will learn about partnerships between different organisations and sectors within travel and tourism and the reasons behind organisations forming partnerships</p>



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Key Technical Vocabulary	Market research, secondary research, primary research, qualitative research, quantitative research;	Social factors, economic factors, infrastructure, taxation, environment, partnerships, communication, private sector, public sector, voluntary sector, sustainability, local government, national government, emerging destinations, maturing destinations, legislation,	Social factors, economic factors, infrastructure, taxation, environment, partnerships, communication, private sector, public sector, voluntary sector, sustainability, local government, national government, emerging destinations, maturing destinations, legislation,
Opportunities for Reading	Newspaper articles, news reports, websites, Trade Association materials, brochures.	Newspaper articles, news reports, websites, Trade Association materials, brochures.	Newspaper articles, news reports, websites, Trade Association materials, brochures.
Developing Cultural Capital	Understanding of people's lived experiences and needs. Global awareness	Improved knowledge of the wider world, its history, traditions and culture. Discussion of wider job opportunities.	Improved knowledge of the wider world, its history, traditions and culture. Discussion of wider job opportunities.
Cross Curricular Links (Authentic Connections)	Unit 2: Customer needs in travel and tourism		
Key Assessment	PSA Component 2 PSA released in early January for students to complete in normal lesson time. Deadline for Submission of centre marks and sample of learner work is 1st May	Unit 3 past paper practice	Unit 3 external exam in May