



# TRAVEL & TOURISM

## Intent – What do we learn and why?

Travel & Tourism prepares students to be globally minded, ambitious citizens who will make a positive difference to our world. Students develop their communication skills both independently and as a team through contributions to class discussion, group work and practical activities. They are encouraged out of their comfort zone to speak, discuss, present information and express their own views and opinions.

*“The World is a book and those who don’t travel read only one page.”*

**St Augustine**

A range of coursework requirements are taught to develop numeracy, literacy and digital skills. Application to the workplace and career opportunities in the business or travel & tourism industry are regularly addressed in lessons. This ensures students are aware of the next steps for them. Real examples are given of what it is like to work in the travel industry. Students are involved in vocational work related learning, for example, planning and booking holidays in the UK or abroad.

Curriculum content taught will link in relevant current issues or articles where appropriate, for example, the impact of COVID on the travel & tourism industry. We identify parts of the curriculum that students are likely to engage in and build on this. Our students develop open mindedness and confidence in their work through regular assessment and feedback. Students understand and can identify how different people have different needs and requirements. For example, looking at different destinations, attractions or types of accommodation for different customer types students can select correctly and explain why they have made these choices.

## Implementation – How is the curriculum planned?

Students can opt to pick up the BTEC Level 2 Tech Award in Travel and Tourism at the start of Year 10 as part of their options choices. The qualification is taken over the same time, and worth the same number of marks, as a GCSE. This course will give students the opportunity to develop knowledge and technical skills in a practical learning environment. They will also develop key skills through vocational contexts, by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism.

Everyone taking this qualification will study three components, covering the following content areas:

- **Component 1: Travel and Tourism Organisations and Destinations.** In this component, students will investigate travel and tourism organisations, their aims and how they work together. They will explore types of travel and tourism, the features that make destinations appealing to visitors and different travel routes.
- **Component 2: Customer Needs in Travel and Tourism.** In this component, students will investigate how organisations use market research to identify travel and tourism trends, and customer needs and preferences. They will apply their understanding by selecting products and services and planning a holiday to meet customer needs and preferences.
- **Component 3: Influences on Global Travel and Tourism.** In this component, students will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations

respond to these factors. They will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

## Assessment – How do we assess student understanding?

Components 1 and 2 are assessed through non-exam internal assessment. The non-exam internal assessment for these components has been designed to demonstrate application of the conceptual knowledge underpinning the sector through realistic tasks and activities. This style of assessment promotes deep learning through ensuring the connection between knowledge and practice. The components focus on:

- the development and application of core knowledge and understanding of travel and tourism organisations, tourist destinations, and the needs of different travel and tourism customers
- the development and application of skills such as researching types of tourist destination and holidays
- reflective practice through carrying out research on travel and tourism products and services to make recommendations to meet customer needs.

Non-exam internal assessment is delivered through assignments set by the exam board. These assignments are marked in school and then moderated by the exam board. These assessments will take place during the course in January and June of Year 10.

Component 3 has an external assessment that builds directly on Components 1 and 2 and enables learning to be brought together and applied to realistic contexts. This requires students to apply their knowledge and understanding of the factors influencing tourism, the impact of tourism on destinations, and destination management to travel and tourism contexts.

The external assessment is based on a written assessment that requires learners to demonstrate that they can identify and use effectively an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole qualification in an integrated way. This takes the form of an external assessment taken under supervised conditions, which is then marked and a grade awarded by the exam board. This exam takes place in May of Year 11.

## Home Learning

There are fewer opportunities for direct home learning with a BTEC Tech Award, but students are encouraged to consolidate and extend what is covered in class through their own research. This allows us to continue to promote the independent learning skills we know students will need to build a more in-depth appreciation of the Travel and Tourism sector, and build upon their own personal interests as they work towards their chosen career. For consistency, home learning opportunities will be identified, set and tracked using Class Charts.

