

Year 11 - Curriculum Map for Travel and Tourism

Course: BTEC Level 1/2 First Award in Travel and Tourism

2021 – 2022 Units

Year 11 Units

Unit 4: International Travel and Tourism Destinations (Internal)

Unit 3: The Travel and Tourism Customer Experience (Internal Synoptic) – *this unit is taught content only due to the removal of assessment around the pandemic.*

<p>What are the intended aims for this year's curriculum? This two-year course aims to provide an engaging and stimulating introduction to the world of travel and tourism giving students the opportunity to develop knowledge and technical skills. Students will explore some of the key areas within the sector, including accommodation, tourism development and promotion, transport, and visitor attractions. In Year 10, students will also investigate the importance of the travel and tourism sector to the UK and investigate different types of customer and UK destinations. In Year 11, students will be given the opportunity to study international travel and tourism. Over the two-year course, they will develop key skills, such as research, report drafting and writing skills and project management.</p>									
Term 1		Term 2		Term 3		Term 4		Term 5	
<p>Topic(s): Unit 4*: International Travel and Tourism Destinations.</p> <p><i>*This unit is assessed through three internal assignments.</i></p>		<p>Topic(s): Unit 4*: International Travel and Tourism Destinations.</p> <p><i>*This unit is assessed through three internal assignments.</i></p>		<p>Topic(s): Unit 4*: International Travel and Tourism Destinations.</p> <p><i>*This unit is assessed through three internal assignments.</i></p>		<p>Topic(s): Unit 3*: The Travel and Tourism Customer Experience.</p> <p><i>*This unit is taught content only and not to be assessed.</i></p>		<p>Topic(s): Unit 3*: The Travel and Tourism Customer Experience.</p> <p><i>*This unit is taught content only and not to be assessed.</i></p>	
<p>'Big idea(s)' / fundamental concepts</p>		<p>Learning Aim A: To know the major international travel and tourism destinations and gateways.</p>		<p>Learning Aim B: To investigate the appeal of international travel and tourism destinations to different types of visitors.</p>		<p>Learning Aim C: To be able to plan international travel to meet the needs of visitors.</p>		<p>Learning Aim A: To investigate travel and tourism customer service. Learning Aim B: To explore the needs and expectations of different types of customer in the travel and tourism sector.</p>	
<p>Knowledge to be learnt</p>		<p>In Unit 4 Learning Aim A, students will learn how to accurately locate major gateways from different continents and both key European and Worldwide destinations e.g. beach destinations, popular locations for city breaks etc. Students also need to learn examples of international travel routes. Students will be assessed through Assignment 1</p>		<p>In Unit 4 Learning Aim B, students will explore how the features of different European and worldwide destinations contribute to their appeal for different visitor types. Students will be assessed through Assignment 2.</p>		<p>Unit 4 Learning Aim C: Students will demonstrate their understanding by producing suitable itineraries which meet the needs of different visitor types based on selected European and worldwide destinations. They will be able to explain how and why the itineraries meet visitor needs, suggesting ways they could be adapted for different types of visitors. Students will be assessed through Assignment 3.</p>		<p>In Learning Aim A, students will learn the main aims of customer service for different travel and tourism organisations e.g. meeting customer's needs, increasing profits, creating new business etc. They will also learn how the aims relate to the size and type of organisation. In Learning Aim B, students will learn how travel and tourism organisations meet and respond to the needs of different customer types, including internal and external customers. They will also learn what the key needs are and how to make suitable responses to customer enquiries which either meets or exceeds the needs of the customer.</p>	
<p>Key vocabulary</p>		<p>Regions, international gateways, airport 3 letter codes, transit, seaports, destinations, cruise, fjords, Aegean, Mediterranean, UNESCO world heritage site, routes, carriers, departure pint, , overseas, long haul, shot haul, route.</p>		<p>Resort, UNESCO World Heritage Site, air carrier, departure point, arrival point, hub, gateway, transit, physical, human, culture, heritage, accommodation, features, appeal, language barrier, characteristics, profile, vibrant, exotic, accessibility, barriers, overseas, long haul, shot haul, route, special interest tourism, culture, sightseeing,</p>		<p>Itineraries, European, Worldwide, destination, source, host, hub, adaptation, brochure, culture, social, characteristics, language, currency, accommodation, motivation, physical, mode, departure, board, features, marketing, presentation, guidebook, tourist information centre, atlas.</p>		<p>Customer service, organisation, targets, bookings, sales, profits, revenue, repeat business, employee, voluntary, private, relationship, internal, external, colleagues, supervisors, managers, directors, owners, branch, supplier, culture, ethnicity, signposting, facilities, unstated needs, products, verbal, mobility, disability, efficiency, pre-empting,</p> <p>Domestic, outbound, inbound, leisure, staycation, business, incentive, conference, cultural heritage, voluntary, conservation, eco-tourism, environmental, consumption, competitive edge, cost saving, employment, GDP, economy, economic, expenditure, multiplier effect, infrastructure, services, component, excursion, foreign exchange, currency, ancillary service, comparison, recreation, hospitality, role, literature, merchandise, industry representation, ABTA, AITO, CAA, ORR, revenue, profit, market, donation, grant, ownership, integration, customer base, economies of scale, interrelationship. Marketing, promotion, sales, income, customer care, economies of scale, shared resources, wider customer base, online, personalised care, consumer, expectations, technology, self-service, multi-media, communication, applications, comparison, virtual, electronic, mobile</p>	

					technology, independent reviews, strategic. Exam command works – choose, outline, state, name, give, what is meant by.... describe, explain, suggest, analyse, evaluate.			
The role of reading and comprehension	Students will be able to accurately read and locate on maps examples of key international travel and tourism destinations, from each destination category.	Students will be able to research the features that contribute to the appeal of destinations for different visitor types.	Students will have plenty of opportunity to read and research examples of the needs of different types of visitors from real, place-based examples.	Students will have plenty of opportunity to read and research the different types of customer service in order to evaluate best-fit approaches.	Students will have plenty of opportunity to read/research examples of customer service which they will need to use to recommend and justify improvements to poor customer service for one travel and tourism organisation.			
The role of independent extended writing	Students will also be able to give examples of typical routes of European and worldwide air travel (departure points, destinations, air carriers, timings).	Extended writing opportunities will be presented through student's writing about the features that contribute to the appeal of destinations for different visitor types.	Extended writing opportunities will be presented through student travel itineraries.	Extended writing opportunities will be presented through students needing to compare the how the main customer service aims for two different travel and tourism organisations help the organisations to carry out their role and functions.	Extended writing opportunities will be presented through students comparing (and evaluating) the success of two different travel and tourism organisations in recognising, meeting and exceeding external customer needs.			
The role of maths/ numeracy	Provide worked examples of passenger routes, including departure points, destinations, timings, and distances for a range of typical European and worldwide air travel routes.	Student will have to calculate timings of various activities in their assignment.	Incorporating worked examples of passenger routes.	Interpreting data relating to customer service reviews and reports. Data analysis will be conducted to interpret how the customer feedback can impact upon the organisation.	Interpreting data relating to customer service reviews and reports. Data analysis will be conducted to interpret how the customer feedback can impact upon the organisation.			
Links to careers/ aspirations	Travel Agency – retail travel, customer service representative in the UK or overseas, tour operator, tourist information centre, tour guide, travel marketing, travel sales, outdoor pursuits.	Travel Agency – retail travel, customer service representative in the UK or overseas, tour operator, tourist information centre, tour guide, travel marketing, travel sales, outdoor pursuits.	Travel Agency – retail travel, customer service representative in the UK or overseas, tour operator, tourist information centre, tour guide, travel marketing, travel sales, outdoor pursuits.	Travel Agency – retail travel, customer service representative in the UK or overseas, tour operator, tourist information centre, tour guide, travel marketing, travel sales, outdoor pursuits.	Travel Agency – retail travel, customer service representative in the UK or overseas, tour operator, tourist information centre, tour guide, travel marketing, travel sales, outdoor pursuits.			
Core skills <i>A skill is a performance built on what a person knows</i>	Map skills, atlas skills, geographical locational skills, problem-solving, research skills, communication skills, IT skills, working to deadlines.	Map skills, atlas skills, geographical locational skills, problem-solving, research skills, communication skills, IT skills, working to deadlines.	Map skills, atlas skills, geographical locational skills, problem-solving, research skills, communication skills, IT skills, working to deadlines.	Problem-solving, research skills, communication skills, IT skills, presentation skills, working to deadlines, teamwork, presentation skills, data-analysis techniques and skills.	Problem-solving, research skills, communication skills, IT skills, presentation skills, working to deadlines, teamwork, presentation skills, data-analysis techniques, and skills.			
Dept. enrichment activities								
Home learning opportunities	Students will choose routes and calculate travel times of typical routes for European and worldwide air travel (departure points, destinations, air carriers, timings). Recalling and practising location skills. Learning key terminology and spellings.	Student will need to conducts research around the main features of their destinations at home.	Researching examples of the needs of different types of visitors from real, place-based examples.	Researching the different types of customer service in order to evaluate best-fit approaches.	Researching examples of customer service which they will need to use to recommend and justify improvements to poor customer service for one travel and tourism organisation.			