Year 13 - Curriculum Map for Travel and Tourism

Course: Pearson Edexcel BTEC Level 3 National Extended Certificate in Travel and Tourism

2021 – 2022 Units

Year 13 Units

Unit 2: Global Destinations (External) - this unit will be taught by 3 teachers. Mrs Hasler will teach Learning Aims A and B across Terms 1 and 2, Mr Hasler will teach Learning Aims D and E across Terms 1 and 2 and Mrs Morris will teach Learning Aim C across Terms 1 and 2

Unit 9: Visitor Attractions (Internal) - *this unit is taught content only due to the removal of assessment around the pandemic.*

What are the intended aims for this year's curriculum? During the second year of this two-year course students will learn about Global Destinations. Students will investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations. Students will then study Visitor Attractions, during this unit they will develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.								
	Terms 1 and 2		**Terms 1 and 2**		**Term 3**		**Term 4**	**Term 5**
	Unit 2: Global Destinations *This unit is assessed through an external exam in January 2022.*		**Unit 2: Global Destinations** *This unit is assessed through an external exam in January 2022.*		**Unit 9: Visitor Attractions** *This unit is taught content only due to the removal of assessment around the pandemic*		**Unit 9: Visitor Attractions** *This unit is taught content only due to the removal of assessment around the pandemic*	**Unit 9: Visitor Attractions** *This unit is taught content only due to the removal of assessment around the pandemic*
'Big idea(s)' / fundamental concepts	**Learning Aim A:** Geographical awareness, locations and features giving appeal to global destinations – *taught by Mrs Hasler* **Learning Aim B:** Potential advantages and disadvantages of travel options to access global destinations – *taught by Mrs Hasler*		**Learning Aim C:** Travel planning, itineraries, costs and suitability matched to customer needs – *taught by Mrs Morris* **Learning Aim D:** Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations – *taught by Mr Hasler* **Learning Aim E**: Factors effecting the changing popularity and appeal of destinations – *taught by Mr Hasler*		**Learning Aim A:** Investigate the nature, role and appeal of visitor attractions		**Learning Aim B:** Examine how visitor attractions meet the diverse expectations of visitors	**Learning Aim C:** Explore how visitor attractions respond to competition and measure their success and appeal
Knowledge to be learnt	Throughout **Learning Aim A** students will learn about the specific terms and features which are used to describe the location of destinations on a global scale. **A1 Geographical awareness** • Geographical scale: hemispheres, continents, countries, regions. • Location in relation to: o position – coastal, inland, islands, oceans, seas o major rivers, lakes, estuaries, mountain ranges, forests o altitude, height above sea level o latitude, equator, poles, Tropic of Cancer, Tropic of Capricorn. **A2 Features and appeal of destinations** The appeal of global destinations often depends on the features that can be found there. • Natural attractions: climate, landscape and topography, waterfalls, flora and fauna; natural phenomena – Northern Lights, volcanoes, geysers. • Weather: interpretation of precipitation, temperature charts, hours of sunshine, seasonal variations. • Built attractions: cultural heritage, historical sites, religious sites, museums, theme parks.		Throughout **Learning Aim C** students will learn: **Travel planning, itineraries, costs and suitability matched to customer needs** Travel planning involves researching travel routes, transport options and costs. This information is often presented as an itinerary or plan. Potential advantages and disadvantages can be matched for suitability for different types of customers. **C1 Travel planning and the potential advantages and disadvantages of transport options** • Sources of information for travel planning: maps, atlases, brochures, travel guides, websites, timetables, travel agents, visitor centres, tourist boards, government advice. • Convenience: direct services, length of journey, total cost of journey, transfers, connections and transit, number of changes, waiting times, layovers, stopovers. • Timings: 24-hour clock, adjustments for travel across time zones, direction of travel		**Learning Aim A:** Investigate the nature, role and appeal of visitor attractions **A1 Types of visitor attractions** • Built attractions: theme parks, museums, galleries, heritage sites, national monuments, cultural heritage, arts, sporting venues, visitor centres. • Natural attractions: National Parks, Areas of Outstanding Natural Beauty (AONB), coastlines, forests, rivers, canals, lakes, countryside parks, gardens, beauty spots. • Events, e.g. festivals that attract tourists, sporting events that attract tourists, Meetings, Incentives, Conferences and Events (MICE). **A2 Scale, scope and appeal of visitor attractions** • Scale: o international, national, regional, local attractions, e.g. Disney® World's Magic Kingdom, Taj Mahal, Stonehenge, Robben Island, ZSL Whipsnade Zoo, RHS Garden Wisley, the Library of Birmingham, Pleasure Beach Blackpool o ownership: public, private, voluntary/not for profit o size and complexity of attractions o contribution to the local and national economy: tertiary,		**B1 Different types of visitors and their diverse expectations** • Different types of visitors – UK based and overseas: o individuals – adults, children o families o groups – education o overseas visitors o UK tourists visiting attractions overseas o people with specific needs. • Diverse visitor expectations, to include: o accessibility o cost and convenience o safety and security o entertainment o education/information – provision of a learning environment. **B2 Products and services provided, including primary and secondary spend opportunities** • Products and services provided, e.g. rides, exhibits, landscapes, information centres, maps. • Support services, e.g. visitor information centre, parking, park and ride facilities, transfer shuttles, toilets and restrooms, first aid, crèche and children's facilities, signage, security, cleaning. • Primary spend opportunities, e.g. admission, seats, exhibition tickets. • Secondary spend opportunities, e.g. shops or retail outlets, merchandising, catering and accommodation, guided tours, visitor centres, events, ticket upgrades to avoid queues, day ticket upgrade to annual pass,	**C1 Strategies for responding to competition** • Reliable market research: o understanding visitors and their needs through feedback from appropriate sources, e.g. customer feedback and review sites, commissioned surveys o analysis of visitor types, numbers, seasonality, repeat business. • Planning and marketing: o effective planning of the development of the attraction, including appropriate diversification and marketing strategies o personalised target marketing. • Providing high-quality visitor experiences: o offering products and services that lead to a memorable visitor experience. • Building brand loyalty: o maintaining profile or raising awareness of the attraction o special/regular events, e.g. Scarefest at Alton Towers, Port Aventura's White Nights, Macy's Thanksgiving Parade, New York o effective management of seasonality and product development. **C2 Success and appeal, using data analysis to measure visitor trends and visitor numbers** Indicators of success and appeal, to include:

• Tourist facilities and amenities, their availability and standards:
o transport and communication links
o types of accommodation – serviced, self-catering
o events, entertainment
o local culture, including food and drink
o facilities provided for activities, for business, leisure.
• Stage of development as a tourist destination: stages in Butler's tourist area life cycle
(TALC) model – exploration, involvement, development, consolidation, stagnation, decline, rejuvenation; emerging, mature

A3 Appeal and types of tourism
Features of global destinations support different types of tourism and tourist activities.
• Cultural: events, ceremonies, festivals; home stays; responsible tourism; dark tourism; religious pilgrimage.
• Leisure: relaxation – swimming, sunbathing; shopping, hobbies; sightseeing – tours, cruises, weddings and honeymoons.
• Nature: safaris, trekking, bird watching; ecotourism; conservation.
• Sports: water based – sailing, scuba diving, windsurfing, surfing, fishing; land based –
cycling, walking, skiing; spectator sports – golf, tennis, cycling, rugby, football; major
events – Olympics®, FIFA World Cup™, Grand Prix™, Six Nations®.
• Adventure: rock climbing, mountaineering, white water rafting, abseiling.
• Wellness: yoga, spiritual, detox, spas, retreats; health, fitness, lifestyle, mind and body.
• Business: meetings, incentives, conferences and events (MICE).
• Education: research, study visits, exchange.

Throughout **Learning Aim B** students will learn about the potential advantages and disadvantages of travel options to access global destinations.

Global destinations have become more accessible via a network of different transport routes and providers. There is now a wide range of travel and transport options available and each has their own advantages and disadvantages depending on a variety of factors, including customer needs.

B1 Different types of gateways and transport hubs and their facilities
• Major and emerging international gateways and their facilities:
o air – airports and airport codes
o train terminals – termini for international connections
o sea ports – ferry ports, cruise ports.
• Transport hubs:
o integrated transport systems and services.

(east–west or west–east), Prime/Greenwich Meridian and International Date Line (IDL).
• Services and level of comfort: food, drink, entertainment, communications, choice of travel class, seating, legroom.
• Safety and security: reliability, safety record, previous incident measures, training, evacuation, baggage checks, transit, CCTV, security personnel.
• Risk assessments: identifying potential risk/danger, Foreign and Commonwealth Office (FCO) advice, preventing accident/injury, contingency plans.

C2 Understanding of travel itineraries
• General information included in a travel itinerary:
o number in the party
o dates and duration of the trip
o total costs, cost breakdown, extras, supplements, currency requirements, insurance
o entry and visa requirements, health advice, vaccines, medications
o type of trip – one centre, two centre, guided tour, independent
o contact details of travel organiser/agent, emergency contact details.
• Outward travel details – departure date, time, travel to departure point, method of travel, duration of journey, transport provider(s).
• Transport from departure point:
o service booked, codes, terminals
o embarkation details, security, passport checks
o seating arrangements, catering, assistance
o travel time to destination gateway, adjustments across time zones, method of travel, duration, provider.
• Onward travel arrangements:
o duration, method of travel, provider(s)
o time of arrival at accommodation, location of accommodation, room and board
arrangements
o activities – planned excursions, tours, day trips, optional extras, leisure time.
• Return travel details – departure date, time, travel to departure point, method of travel, duration of journey, transport provider.

C3 Cost factors
• Total cost: per person, total cost for the group, breakdown of component costs.
• Discounts: booking terms and conditions, discount types, percentages, advance bookings, integrated travel, free places, reward schemes.
• Supplements: under occupancy, cabins/rooms with views, luggage charges, pre-allocated seating arrangements, level of service, fuel surcharges, excursions, group/private transfers, booking fees, insurance.

quaternary, primary and secondary, reflected in the multiplier effect.
• Scope:
o development, e.g. new rides, visitor centres, other amenities
o diversification, e.g. exhibitions, special events, conservation
o regeneration areas, e.g. Albert Docks Liverpool, Cardiff Bay, Bilbao City Centre and Museums, World Trade Center New York.
• Appeal:
o accessibility:
o accessibility of locations, including opening times, transport links, pricing strategy, special offers, indoor and outdoor facilities
o special events
o popularity, including trends, image and reputation, repeat business.

A3 Ways in which visitor attractions are funded
• Funding from external organisations:
o Department for Media, Culture and Sport (DCMS), VisitBritain, National Lottery, EU Funding
o Growth Programme: grants for the rural economy
o trusts, e.g. The National Trust, Heritage Lottery Fund, English Heritage, Cadw, UNESCO, Global Heritage Fund.
• Self-funded organisations:
o charitable trusts, educational charities, e.g. Dynamic Earth, Winchester Science Centre and Planetarium
o attractions funded only through income from visitors, e.g. Tropical Wings Zoo.

A4 Importance of additional revenue generation strategies for visitor attractions
• Additional or new sources of income, e.g. novelty events and exhibitions, offering or expanding on-site accommodation, new merchandising initiatives, venue hire initiatives.
• Importance of additional revenue generation strategies, e.g. provide additional revenue stream to increase profits or allow expansion

pass for multiple entry to a range of attractions. **B3 Ways to meet and exceed visitor expectations**
• Appeal of location and environment.
• Accessibility and quality of existing products and services.
• Development of new products/services, e.g. new rides at theme parks, special events and exhibitions at museums, galleries or heritage sites, enhanced provision for visitors who have sensory impairment.
• Diversification of facilities and amenities, e.g. conservation, retail, conference, catering and accommodation opportunities.
• Image, branding and promotional offers, e.g. free Wi-Fi access, group discounts, advance purchase discounts, discounts via other organisations such as tourist boards, travel agencies or transport providers.

B4 Use of technology and its importance for visitor attractions
• Booking systems, e.g. internet facilities/mobile applications, reservation systems, ticket collection points.
• Visitor management systems, e.g. electronic information boards/signage, controlled gates, managed visitor flows, staff communication – mobile phones/pagers/two-way radio. •
Technological features secondary to the attraction, for example:
o interactive displays/virtual reality tours/audio tours
o guiding and guiding methods – tourist guides (White, Green, Blue Badge), personal interpretation, video screenings, enactment, guidebooks and brochures
o free apps for mobile devices
o special effects, animation and simulation, e.g. Jorvik Viking Centre York, Universal Studios Hollywood, Uluru-Kata Tjuta National Park.
• The importance of technology for visitor attractions, to include:
o improving the quality of products and services offered, e.g. 3D digital models/exhibitions, simulated rides, high-tech events
o improving ease of access/booking or reduction in queuing times, e.g. electronic fast-track passes, online booking/reservation systems
o reducing operating costs, e.g. in staffing, training, maintenance
o enhancing the image or raising the profile of the visitor attraction, e.g. high standards of website accessibility and availability, virtual tours
o helping to maintain a competitive edge by enhancing overall visitor experience.

• numbers of visitors:
o types of visitors, e.g. overseas, domestic visitors, cultural exchanges
o length of stay
o average spend per visitor type
o repeat visitors
• data compiled by visitor associations:
o Association of Leading Visitor Attractions (ALVA)
o British Association of Leisure Parks, Piers and Attractions (BALPPA)
• other indicators of success and appeal, e.g.:
o increased employment – seasonal/all year round
o increased investment/ development/ infrastructure
o regeneration of areas, improved local services and facilities
• methods used to present and analyse data in order to measure success and appeal, e.g.:
o spreadsheets/graphs/pie charts showing visitor numbers, trends, spend
o surveys, questionnaires
o break-even analysis
o monitoring through electronic turnstiles
o annual reports.
• importance of measuring and analysing success and appeal of visitor attractions, e.g.:
o launch of marketing campaigns, sponsorship
o regeneration
o investment and development of new products and services
o maintaining image and reputation.

B2 Potential advantages and disadvantages of travel routes and transport providers
• Modes of transport, potential advantages and disadvantages – air, road, rail, sea.
• Travel routes – departure and arrival gateways, travel times, connections and transfers.
• Transport providers, potential advantages and disadvantages:
o air carriers – national flag carriers, scheduled, chartered, budget, luxury, private jet
o ferry operators
o cruise companies – international, national, regional, local, ocean, river
o rail operators – scheduled, luxury, heritage, long distance
o overland travel providers – coach operators, bus companies, safari, expedition, local transport services, taxi.

• Exchange rates, currency conversions, managing fluctuations, restrictions.
C4 Type of customers and their needs
• Different types of customers: families, senior citizens, couples, young people, customers with special interests, corporate travellers, groups, different ages.
• General needs: speed, cost, time, length of journey.
• Specific needs: access, restricted mobility, wheelchair users, hearing impairment, visual impairment, medical, health conditions, language, unaccompanied minors, infants, babies, phobias, travelling with sports equipment and oversized baggage.
• Purpose of travel: leisure, Visiting Friends and Relatives (VFR), business.

Throughout **Learning Aim D** students learn about:
D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations
Consumer trends relate to how the views, needs and requirements of customers may change over time and, as a consequence, some global destinations may become more or less popular.
Customer choice may also be influenced by motivating and enabling factors.
D1 Consumer trends affecting the appeal of global destination
• Changing demographics – aging society – silver surfers, grey gappers, adrenalin seekers.
• Changes to family structures – intergenerational holidays, parent and toddler activities.
• Changing lifestyles – 'back to basics', outdoor lifestyles, nostalgia.
• Changing tastes – aspirations, celebrity influence, environmentally aware, digital downtime, healthier, new experiences, adventure, authenticity, volunteering.
• Changes to holiday patterns – increased demand for short breaks, medium breaks, holidays throughout the year.
• Increased concern over sustainability – welfare of host communities, damage to environments, exploitation and ethics.
D2 Motivating and enabling factors affecting the appeal of global destinations
• Motivating factors – wanderlust and sunlust (Gray 1970), relaxation, escape, socialisation with friends, rest, prestige, purpose of travel – health, education, sport, culture, adventure, business, VFR.
• Enabling factors:

o having enough time and money, modern leisure paradox – money rich/time poor
o availability of travel – ease of travel/accessibility, communication and transport links
o availability of suitable product/holiday type
o influence of destination marketing
o consumer confidence.

Throughout **Learning Aim E** students will learn:
Factors affecting the popularity and appeal of destinations
Some global destinations with similar features may be more popular than others due to a number of factors. Some of these factors can be controlled by the destination itself while others are not within its control.
E1 Political factors
• Legislation, tourism policy, target markets and promotion, visa requirements, permits, compatible travel arrangements, destination management.
• Safety and security: stability, war, civil unrest, threat of terrorist attack.
E2 Economic climate
• Global recession, disposable incomes, exchange rates, currency fluctuations, cost of visiting.
E3 Accessibility and availability
• Infrastructure: gateways, travel and transport, new routes, electricity, water and waste management.
• Availability of tourism facilities, amenities and attractions, holidays.
E4 Image and promotion
• Publicity.
• TV, film, documentary, drama location and promotion.
• International events, conference, exhibitions, World Travel Market (WTM).
E5 Changing markets
• New and emerging markets.
• Emerging tourist-generating regions.
E6 Natural disasters
• Volcanic eruption.
• Earthquake.
• Tsunami.
• Landslide.
• Avalanche.
E7 Climate and its influence on travel
• Global climate zones – Mediterranean, equatorial, temperate, arid, polar, snow.
• Influence on travel – seasonal variations; potential disruptions – monsoons, risk of flooding, snow and ice, bush fires, storms, hurricanes, typhoons and tornadoes.

| Key vocabulary | Hemisphere
Equator
Prime meridian
Continent | | Supplement
Contingency plan
Repatriate
Embarkation | | Built attractions
Natural attractions
Events
Scale | | Support services
Primary spend opportunities
Secondary spend opportunities | | Market research
Brand loyalty
Indicators of success and appeal |

	Latitude Longitude Degrees Tropic of Cancer Tropic of Capricorn Poles Phenomena Topography Conurbation Altitude Hurricane Precipitation Monsoon Heritage site Infrastructure Village home-stay Tourist Area Life Cycle (TALC) Finite Sustainable Mature destination Rejuvenated Dark tourism Pilgrimage site Hajj UNESCO World Heritage Site Wellness Gateway Hub IATA code Tourism receiver Tourism generator Berth	One centre/two centre Integrated travel Sabbatical Gap ear Minor Motivate Adrenaline seekers Silver surfers Grey gappers Intergenerational holidays Metropolitan destination Ethics	Scope Appeal Funding Revenue		
The role of reading and comprehension	Relevant websites including: World Travel Atlas www.worldatlas.com World Travel Guide www.worldtravelguide.net Foreign and Commonwealth Office www.fco.gov.uk VisitBritain www.visitbritain.org	Relevant websites including: World Travel Atlas www.worldatlas.com World Travel Guide www.worldtravelguide.net Foreign and Commonwealth Office www.fco.gov.uk VisitBritain www.visitbritain.org	Dale, G (2019) BTEC Nationals Travel & Tourism Student Book Relevant websites	Dale, G (2019) BTEC Nationals Travel & Tourism Student Book Relevant websites	Dale, G (2019) BTEC Nationals Travel & Tourism Student Book Relevant websites
The role of independent extended writing	Students to carry out independent research to write research notes during a set period of time before the supervised assessment. Students then use their research notes in order to complete a set task in a written examination.	Students to carry out independent research to write research notes during a set period of time before the supervised assessment. Students then use their research notes in order to complete a set task in a written examination.			
The role of maths/ numeracy	Students will be required to interpret data in terms of tourism	Students will be required to interpret data in terms of tourism	Students will be required to analyse statistical data	Students will be required to analyse statistical data	Students will be required to analyse statistical data
Links to careers/ aspirations	This qualification is designed to support learners who are interested in learning about the Travel and Tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in Travel and Tourism-related subjects. This course will also benefit students wishing to pursue one of the many careers within the Travel and Tourism industry	This qualification is designed to support learners who are interested in learning about the Travel and Tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in Travel and Tourism-related subjects. This course will also benefit students wishing to pursue one of the many careers within the Travel and Tourism industry	This qualification is designed to support learners who are interested in learning about the Travel and Tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in Travel and Tourism-related subjects. This course will also benefit students wishing to pursue one of the many careers within the Travel and Tourism industry	This qualification is designed to support learners who are interested in learning about the Travel and Tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in Travel and Tourism-related subjects. This course will also benefit students wishing to pursue one of the many careers within the Travel and Tourism industry	This qualification is designed to support learners who are interested in learning about the Travel and Tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in Travel and Tourism-related subjects. This course will also benefit students wishing to pursue one of the many careers within the Travel and Tourism industry
Core skills *A skill is a performance built on what a person knows*	To be able to demonstrate knowledge and understanding of the location, features and appeal of global destinations. Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support. Evaluate information to make informed decisions about the	To be able to demonstrate knowledge and understanding of the location, features and appeal of global destinations. Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support. Evaluate information to make informed decisions about the			To be able to demonstrate knowledge and understanding of the location, features and appeal of global destinations. Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support. Evaluate information to make informed decisions about the suitability of travel

	suitability of travel plans, routes and itineraries to meet the needs of specified customers. Be able to evaluate factors and consumer trends that influence the changing popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.		suitability of travel plans, routes and itineraries to meet the needs of specified customers. Be able to evaluate factors and consumer trends that influence the changing popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.					plans, routes and itineraries to meet the needs of specified customers. Be able to evaluate factors and consumer trends that influence the changing popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.
Dept. enrichment activities	Guest speakers		Guest speakers		Visits to tourist attractions		Visits to tourist attractions		Visits to tourist attractions
Home learning opportunities	Watching relevant television programmes Visiting various visitor attractions Researching via the internet		Watching relevant television programmes Visiting various visitor attractions Researching via the internet		Watching relevant television programmes Visiting various visitor attractions Researching via the internet		Watching relevant television programmes Visiting various visitor attractions Researching via the internet		Watching relevant television programmes Visiting various visitor attractions Researching via the internet