

# Curriculum Information

## Travel and Tourism and Leisure and Tourism



### What I learn about in the curriculum...

10	Autumn 1	Component Number 1 - Travel and tourism Organisations and Destinations	<p>In this component, you will learn about the different travel and tourism organisations and the products and services they offer. You will also consider their ownership and aims, such as increasing bookings, providing services, promoting a cause or contributing to the community, and you will explore the ways and reasons why travel and tourism organisations may work together.</p> <p>The travel and tourism industry is very competitive, and organisations need to constantly adapt and update the products and services offered. Many organisations have taken advantage of consumer technologies to keep ahead. You will explore the different ways organisations use consumer technology and investigate recent innovations that some organisations have already introduced such as VR (virtual reality) and AI (artificial intelligence).</p> <p>In this component you will explore visitor destinations within the UK and beyond. You will learn about the features of popular visitor destinations and how they support different types of tourism and tourist activities. The component provides the opportunity for you to learn about different types of visitor and to research popular visitor destinations and the ways people may travel there. You will consider the suitability of a given destination and travel options for a specified type of visitor.</p> <p>You will develop transferable skills, such as research skills, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.</p>	<p><b>Concepts taught include:</b></p> <p>The major components of the UK travel and tourism industry. The ownership and aims of travel and tourism organisations and how they work together. The role of consumer technology in travel and tourism. Visitor destinations. Different types of tourism and tourism activities. Popularity of destinations with different visitor types. Travel options to access tourist destinations.</p>
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<p style="text-align: center;"><b>Spring 1</b></p>	<p style="text-align: center;">Component Number 2 – Customer Needs in Travel and Tourism</p>	<p>The travel and tourism sector has to meet the needs and preferences of many different types of customer. This can include customer needs such as wanting a holiday at a certain time of year or within a certain budget, and preferences such as individuals wanting an adventure holiday and families wanting a beach to visit and activities for young children.</p> <p>In this component, you will investigate how market research is used by travel and tourism organisations to identify travel and tourism trends such as types of holiday taken, when they are taken and where. You will consider the different ways organisations may respond to the trends identified.</p> <p>You will learn about the general and specific needs of different types of customer and how travel and tourism organisations meet these needs and preferences by offering a variety of products and services.</p> <p>In this component, you will consider how organisations use research to identify and respond to travel and tourism trends and consider how travel and tourism organisations meet customer needs and preferences. You will research information and plan a holiday for a specified customer. You will develop transferable skills, such as research and analysis, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.</p>	<p><b>Concepts taught include:</b></p> <p>Types of market research.</p> <p>How travel and tourism organisations may use market research to identify customer needs and preferences.</p> <p>How travel and tourism organisations may use research to identify travel and tourism trends.</p> <p>Customer needs and preferences.</p> <p>How travel and tourism organisations provide different products and services to meet customer needs and preferences.</p> <p>Customer needs and different types of travel.</p> <p>Travel planning to meet customer needs and preferences.</p>

<p style="text-align: center;"><b>Summer 1</b></p>	<p style="text-align: center;">Component Number 3 – Influences on Global Travel and Tourism</p>		<p>There are many factors that may influence global travel and tourism, and they are constantly changing. For example, severe weather events, political and economic factors, and the publicity a destination receives can all affect the decisions visitors make and the way some travel and tourism organisations operate. Tourism can have a positive and a negative impact on local communities, the economy and the environment, and the issue of sustainability is a concern for many destinations, organisations and governments.</p> <p>In this component, you will consider the factors that may influence travel and tourism and the ways that travel and tourism organisations, destinations and governments respond to these influences and their reasons. For example, to maintain sales and income, diversify economies, increase tourist numbers or reassure visitors. You will explore the possible impacts of tourism such as leakage, habitat loss and employment creation, and consider ways these can be managed by destinations, organisations and governments. You will investigate how tourism may bring change to destinations over time and how destinations can encourage, manage and develop tourism. You will develop skills in analysing information and making connections for a specific purpose, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.</p>	<p><b>Concepts taught include:</b></p> <p>Factors influencing global travel and tourism. Response to factors. Possible impacts of tourism. Sustainable Tourism. Managing sociocultural impacts. Managing economic impacts. Managing environmental impacts. Tourism development. The role of local and national governments in tourism development. The importance of partnerships in destination management.</p>

## The UK Travel and Tourism Sector

Travel and tourism is one of the UK's largest sectors, currently employing over 2.5 million people.

Have you ever thought about how many different types of tourism there are, and how important the travel and tourism sector is to the UK economy? Or about the industries within the sector, their varied roles, and how they work together? Have you considered how technology is changing the way tourists and travellers engage with the sector and its organisations?

Many people travel regularly for work and leisure, and the world of travel and tourism is of interest to the majority of people in the UK. Whether travelling into the UK from abroad, going on holiday or a business trip overseas, or visiting friends and relatives or taking a short break domestically, many industries work together to provide tourists and travellers with the products and services they need.

Whatever the industry, technology is now shaping how tourists and travellers engage with the sector. From mobile phone applications, to e-tickets, to self-service check in, technology is changing the way organisations interact and engage with their consumers.

In this unit, you will gain an understanding of the range of organisations involved with different types of tourism in the UK, including their roles, how they work together and how they use technology to meet changing customer needs. This understanding is useful for a wide range of travel and tourism jobs, including travel services, tourism services, conferences and events, visitor attractions and passenger transport.

Concepts include:

- UK Travel and Tourism Categories.
- UK gateway airports and UK seaports.
- Road and Rail Travel.
- Examples of UK Travel.
- Appeal of UK Destinations.
- Types of Visitors.
- Increasing Appeal.
- Sources of Information.
- UK Holiday Planning.

Spring		The Travel and Tourism Customer Experience	<p>Customer service in the travel and tourism sector is about knowing your customers' needs and expectations about the products and services they are using and have purchased. All types and sizes of travel and tourism organisation aim to be successful and to ensure this is possible they must make sure that the products and services that their customers receive meet their needs, are what they expect, give full satisfaction and at times exceed expectations.</p> <p>In this unit you will look at the definition of customer service and what the main aims of customer service are; this may differ depending on the size and type of the travel and tourism organisation.</p> <p>You will look at different types of customers, both internal and external to travel and tourism organisations. Internal customers are important – a happy workforce will want to keep the external customers happy. Determining what a customer needs may depend on what products and services are available, which is why all travel and tourism organisations will investigate their customer needs first. It is also important to recognise where the customer needs come from and often these can be unstated, which can make it difficult to find out exactly what the customer wants. One thing all travel and tourism organisations hope for is that they will meet and exceed every customer's needs and expectations. Finally, you will consider the importance of customer service to travel and tourism organisations and understand the impacts of getting customer service right or, in some cases, wrong.</p>	<p><b>Concepts include:</b></p> <p>What is customer service?  Different organisations in the travel and tourism industry.  Customer Types.  Needs of different types of customer.  Responding to Customer Needs.  Exploring expectations of different types of customer in the travel and tourism sector.  Customer Service.  Impact of excellent and poor customer service on travel and tourism organisations.</p>

	<b>Information</b>
Personal Development within the Curriculum	In Travel and Tourism students develop their ability to evaluate, make judgements and give opinions about possible tourist destinations for their clients. The subject helps to build self-esteem, confidence and self-reliance when visiting tourist destinations. Examples of careers with a travel and tourism qualification are on display in classrooms and links are made to practical work where appropriate. These careers include airline customer service agent, heritage officer, cabin crew and airport information assistant. The themes studied in Travel and Tourism allow students to explore the world around them and develop their resilience when looking at tourist destinations.
Extra Curricular Opportunities	Due to the nature of the course, we offer a residential trip to the Lake District for students.
Assessment	<p><b>Key Stage 4</b></p> <ul style="list-style-type: none"> <li>- <b>Component 1: Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</b> The Pearson-set Assignment will be completed in approximately 4 hours of monitored preparation and 6 hours of supervised assessment.</li> <li>- <b>Component 2: Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</b> The Pearson-set Assignment will be completed in approximately 5 hours of monitored preparation and 6 hours of supervised assessment.</li> <li>- <b>Component 3: External assessment set and marked by Pearson, completed under supervised conditions.</b> The assessment will be completed in 2 hours within the period timetabled by Pearson.</li> </ul> <p><b><i>Both components are internally assessed and externally moderated.</i></b></p>
Qualification Information	<p>Pearson BTEC Firsts Travel and Tourism (2018).</p> <p>Website link: <a href="https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/travel-and-tourism/2022/specification-and-sample-assessments/btec-tech-award-travel-and-tourism-2022-spec.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/travel-and-tourism/2022/specification-and-sample-assessments/btec-tech-award-travel-and-tourism-2022-spec.pdf</a></p>

Please check that homework has been completed to a good standard and it is handed in on time.  
Encourage your child to check the following websites so that they are confident with using them during the course:

[www.nationalrail.com](http://www.nationalrail.com)

[www.expedia.co.uk](http://www.expedia.co.uk)

[www.skyscanner.net](http://www.skyscanner.net)

[www.booking.com](http://www.booking.com)

[www.aarouteplanner.co.uk](http://www.aarouteplanner.co.uk)

[www.redfunnel.co.uk](http://www.redfunnel.co.uk)