

BTEC TRAVEL AND TOURISM

YEAR 10

AUTUMN 1

Component 1 – Learning Aim A - Investigating the aims of UK travel and tourism organisations.

Learners will be able to describe the type and purpose of different travel and tourism organisations. Learners will know the different types of ownership of travel and tourism organisations and will understand how each type of ownership affects the function and aims of an organisation. Learners will understand the different aims of travel and tourism organisations, and how the aims interrelate. Learners will understand the different ways in which travel and tourism organisations work together. They will understand the reasons for working together to better meet organisational aims.

Prior Learning
Skills learnt from KS3 Geography & Business Studies lessons. Witnessing their parents organise & plan trips and holidays.

AUTUMN 2

Component 2 - Learning Aim A - Factors influencing global travel and tourism.

Political factors influencing global travel and tourism. Natural disasters influencing global travel and tourism. Media, publicity, and image influencing global travel and tourism. Safety and security concerns influencing global travel and tourism. Health risks and precautions influencing global travel and tourism. Travel and tourism organisations' responses to factors. Travel and tourism organisations' responses to factors.

Prior Learning
Skills learnt from news organisation outlets (BBC, SKY, CNN, Daily Mail, and Guardian News). Geography lessons in KS3.

SPRING 1

Component 2 – Learning Aim B - Impacts of tourism.

Economic impact of tourism. Negative and positive environmental impacts of tourism. Sustainability and managing social impacts. How infrastructure development can benefit local people. Engaging local communities and partnership projects. Tourist taxes and funding community projects. How can visitors support local communities? Sustainability and managing environmental impacts. Traffic management. Planning and legislation. Visitor education. Controlling resources and protecting natural areas. Wildlife conservation and education.

Prior Learning
Skills learnt from previous holiday to areas covered in this component (Spain, Thailand, Tunisia, Egypt, Costa Rica etc.). Business Studies & Geography lessons.

SPRING 2

Component 2 – Learning Aim C - Destination Management.

Tourism development. Applying Butler's T.A.L.C. Model. Emerging destinations. The role of local & national governments in destination management. Transport Links & Infrastructure. Communication Links. Attracting & providing funding. Ensuring tourism development is sustainable. Taxes, rules & legislation. Importance of partnerships in destination management. What are destination management organisations? What are the main benefits of destination management organisations? The advantages and disadvantages of partnerships.

Prior Learning
Skills learnt from Enterprise & Marketing lessons, previous T&T lessons & past holidays & trips.

SUMMER 1

Exam Practice and Revision

Completion of past papers and developing question answering techniques in preparation for examination.

Exam

First attempt at Component 2 exam

Prior Learning
From the revision, lessons held previously & on learners own experience.

SUMMER 2

Component 1 – Learning Aim B - Types of Tourism.

Types of tourist destination. Reasons for travel. Features of destinations. Modes of transport. Types of holidays. Types of accommodation.

Prior Learning
Skills learnt from Year 10 Travel lessons for examined unit now being applied to coursework scenario.

CAREERS LINKS

Travel & Tourism Sector.
Sales & Customer Services.
Conservation projects, charity work. Economic & legal roles.
Hospitality management, legal roles, transportation & destination management roles, NGOS.
Tour guide, hotel & hospitality management. Customer service, aviation, coach driver.

CHARACTER LINKS

Citizenship, community awareness and understanding of place (civic virtues) are harnessed across the year.
Critical thinking and curiosity traits are encouraged and harnessed (intellectual virtues) when exploring issues of local, national and global tourism.

KEY ASSESSMENT DATES

Year 10 students will begin with coursework unit until October.
From October onwards they have an assessment every 2-3 weeks at the end of each learning objective. First attempt at the externally assessed unit takes place in May. Coursework from May onwards.