

Subject overview for: Travel & Tourism

1. Subject overview

This course gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. Learners will develop:

- Knowledge that underpins the effective use of skills, processes and attitudes in the sector such as the appeal of different tourist destinations to different types of customer, and the factors that influence travel and tourism.
- Skills such as researching different travel and tourism organisations, the features of tourist destinations, and the products and services available to meet the needs of different customers.
- Attitudes that are considered to be very important in the travel and tourism sector, including how to develop tourism while respecting the environment and local communities.

This vocational course complements the learning in GCSE programmes such as GCSE Geography and GCSE Business by broadening learners' experience and skills participation in different contexts, with the opportunity for them to practically apply their knowledge and skills through project work such as investigating different travel and tourism organisations, how they identify trends and customer needs to provide products and services, the factors influencing tourism, and the impact of tourism on destinations.

2. Key Stage Four summary

a. Year 9: Transition year

In Year 9, students begin by learning about the importance of tourism to the UK economy, different sectors within the travel and tourism industry including accommodation, attractions and transport and the Tourist Life Cycle. Students continue to understand the concept of sustainability and factors influencing it. Finally, students will understand business and economic models and how they apply to the tourism and travel sector.

Students will complete informal assessments throughout the year and a formal examination at the end of year 9.

b. Year 10 and Year 11: BTEC in Travel and Tourism

In Year 10, students will understand the social, economic and environmental impacts of tourism, the physical process that can influence tourist behaviour and how to plan for such risks. Finally, students will understand the approaches and strategies that businesses implement such as working with other organisations to ensure they meet their aims and objectives.

In Year 11, students focus on the UK tourism industry and analyse the needs and wants of differing customer types. Students use this knowledge to analyse a UK county in terms of what it has to offer and its' accessibility. Students also use the knowledge of key customer groups in order to successfully plan an itinerary encompassing accommodation analysis, travel recommendations and the suitability of visitor attractions.

Students will complete an external exam as well as their final piece of coursework.

3. Contribution to preparing for life in modern Britain/equalities

Throughout lessons tourism students are exposed to a multitude of cultures and ways of life. Students explore how multiculturalism has contributed to a modern Britain (study of a variety of different tourists attractions both historical and cultural). Students also challenge misconceptions about needs of customers and opinions of many groups or stake holders (Indigenous groups, environmental groups). We also consider how ethical tourism can be and begin to look at a wider range of destinations such as Auschwitz.

4. Contribution to careers provision

Study of the qualification as part of Key Stage 4 learning will help learners to make more informed choices for further learning and their future career.