



## KS4 Curriculum Overview

# Travel and Tourism

## Exam Board & Syllabus: Pearson BTEC Travel & Tourism

### Curriculum Intent

Pupils will learn a brand new topic in which they have never experienced before. Pupils will have the opportunity to encounter the culture of different countries, learn of both short haul and long haul destinations and attractions. Travel and Tourism will allow pupils to understand the importance of tourism to the UK economy. Pupils will plan and organise work to be presented concisely successfully analysing multiple sources of information utilising creative skills through a range of assignments focusing on; UK Travel and Tourism, identifying customer needs to plan suitable holidays.

### How does the KS4 curriculum build on that from KS3?

Travel and Tourism builds on skills within ICT and Geography. Pupils will express their research skills, quantitative and thematic analysis through reports and presentations using accurate referencing. Pupils develop knowledge from Geography furthering awareness of the impacts of travel and tourism on the environment and how we can reduce this impact. Maths and English skills are essential for success within this subject, analysing data from tables, evaluating the success of companies and arguments for suitable recommendations are assessed through coursework but also in the external examination unit.

### What do students *do* with this knowledge or these skills?

**Component 1:** examine the types and aims of travel and tourism organisations and different travel destinations Assessment: internally assessed assignment(s) Weighting: 30% of total course. During Component 1, you will learn about: the travel and tourism sector and tourist destinations, the type and purpose of different travel and tourism organisations, the importance of travel and tourism to the UK, different types of holidays and reasons for travel.

**Component 2:** investigate global travel and tourism and its impact on global destinations. Assessment: externally assessed written paper that requires learners to apply their knowledge and understanding of the factors influencing tourism and the impact of tourism on destinations and destination management Weighting: 40% of total course. During Component 2 you will investigate: actors influencing the travel and tourism industry, sustainability and destination management, the impact of global tourism on local communities, the economy and the environment, tourism development During Comp

**Component 3:** understand how organisations use market research within the travel and tourism industry Assessment: internally assessed synoptic assignments Weighting: 30% of total course. During Component 3 your students will: investigate how travel and tourism organisations use research to identify customer needs, explore the range of products offered by travel and tourism organisations, consider how organisations respond to market trends to meet customer needs, plan a holiday to meet customer needs and preference

## How does the KS4 curriculum align to the National Curriculum?

The BTEC Firsts in Travel and Tourism course encourages pupils to access all elements of the National Curriculum across the different topics of study. Including elements of Culture, ICT, Geography, Maths, English and Science.

## What new knowledge or skills are students taught?

Term	Year 10	Year 11
<b>Autumn into Spring</b>	Component 1: Travel and Tourism Organisations and Destinations	Component 3: Customer Needs in Travel and Tourism Teaching and Assignments
<b>Spring into Summer</b>	Component 1: Travel and Tourism Organisations and Destinations Assignments	Unit 2: Influences on Global Travel and Tourism
<b>Rationale for this sequencing</b>	Students will spend the majority of year 10 studying Component 1 which form the basis for all knowledge gained through the course. This allows pupils to develop base skills they have learned later on through the assessments. Pupils will review and recap learning focused towards the external assessment in the summer of Year 11. This allows pupils the most opportunity to re-sit and produce the best grade possible.	Focus is turned towards pupils applying skills of customer service and research to produce their Component 2 Assignment. Following the Component 2 Assignment pupils will be studying the impacts of the environment on barriers to people travelling but also its effects on the destinations itself ready for their exam in the summer.

## Additional support at home

<b>Additional reading</b> for enjoyment, enhancement and extension	<ul style="list-style-type: none"> <li>• <a href="#">The Bucket List: 1000 Adventures Big &amp; Small – Kath Stathers</a></li> <li>• <a href="#">The Girl from Everywhere – Heidi Heilig</a></li> <li>• <a href="#">Atlas Obscura: An Explorer's Guide to the World's Hidden Wonders</a></li> <li>• <a href="#">National Geographic: Destinations of a Lifetime</a></li> </ul>
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<p><b>Online resources</b> to practice, consolidate and revise</p>	<ul style="list-style-type: none"> <li>• <a href="#">Government Tourism Careers</a></li> <li>• <a href="#">Visit Britain</a></li> <li>• <a href="#">Government Travel Advice</a></li> <li>• <a href="#">How to Plan a Trip</a></li> </ul>
<p><b>Workbooks &amp; revision guides</b> to practice, consolidate and revise</p>	<ul style="list-style-type: none"> <li>• <a href="#">BTEC Travel and Tourism Student Book</a></li> </ul>