

# YEAR 12 | BTEC TRAVEL AND TOURISM

The Pearson BTEC National Certificate in Travel and Tourism is designed for post-16 learners with an interest in travel and tourism who want to continue their education through applied learning, and who aim to progress to higher education.

This qualification consists of two mandatory units covering the following content areas.

- » The travel and tourism industry – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- » Principles of marketing in travel and tourism – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that learners develop transferable skills, which are highly regarded by higher education providers and employers. The qualification will give learners transferable knowledge, understanding and broad skills such as communicating and presenting ideas.

## HALF TERM 1 UNIT 1 - THE WORLD OF TRAVEL AND TOURISM

### All students will know:

- » Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved.
- » Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios.
- » Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers.
- » Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers.
- » Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers.

### All students will be assessed:

- » This unit is assessed by a written examination set and marked by Pearson. The examination will be 1.5 hours in length. The number of marks for the examination is 75.
- » The assessment availability is January and May each year. Sample assessment materials will be used throughout to prepare learners for the assessment.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation Suggestion.

### Key vocabulary:

Domestic, Inbound, Outbound, Leisure, Corporate, Exhibition, Incentive, Specialist, Heritage, Culture, Conservation, Sustainability, VRF, Responsible tourism, Requirements, Private sector, Public sector, Voluntary sector, Campaign, Organisation, Lobby, Scheduled, Charter, Gateways, Component.

Workshop at Drayton Manor. Potential work experience opportunities at a local visitor attraction or hotel.

## HALF TERM 2 UNIT 1 - THE WORLD OF TRAVEL AND TOURISM

### All students will know:

- » Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved.
- » Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios.
- » Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers
- » Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers.
- » Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers.

### All students will be assessed:

- » This unit is assessed by a written examination set and marked by Pearson. The examination will be 1.5 hours in length. The number of marks for the examination is 75.
- » The assessment availability is January and May each year. Sample assessment materials will be used throughout to prepare learners for the assessment.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion.

### Key vocabulary:

Domestic, Inbound, Outbound, Leisure, Corporate, Exhibition, Incentive, Specialist, Heritage, Culture, Conservation, Sustainability, VRF, Responsible tourism, Requirements, Private sector, Public sector, Voluntary sector, Campaign, Organisation, Lobby, Scheduled, Charter, Gateways, Component.

## HALF TERM 3 UNIT 3 - PRINCIPLES OF MARKETING IN TRAVEL AND TOURISM

### All students will know:

- » Develop marketing skills through examining the specific aims and objectives of the marketing function and researching the needs and expectations of different customer types.
- » Develop their ability to communicate the findings of this research.

### All students will be assessed:

Unit 3 is internally assessed and subject to external standards verification. Students are set 3 coursework assignments that provide the final summative assessment of the unit.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion.

### Key vocabulary:

Marketing, Promotion, Principles of marketing, Interrelationships, Expectations, Retention, Influence, Reputation, Unstated needs, Branding, Distribution, Distribution channels, Convenience, Consistency, Niche, Mass, Objectives, Politics.

## HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

- » Reading/watching/listening to global news to become aware of global issues and how they affect the travel and tourism sector.
- » Wonderlust magazine publication.
- » National Geographic Travel publication.
- » SMHW.

Workshop at Drayton Manor. Potential work experience opportunities at a local visitor attraction or hotel.

### HALF TERM 4 UNIT 3 - PRINCIPLES OF MARKETING IN TRAVEL AND TOURISM

#### All students will know:

- » Students will use market intelligence to plan and produce a promotional campaign for a new travel and tourism product or service.
- » Learn about the importance of meeting customer expectations and communicating with customers effectively.
- » Investigate the different stages that an organisation or tourist destination goes through when marketing its products or services.

#### All students will be assessed:

Unit 3 is internally assessed and subject to external standards verification. Students are set 3 coursework assignments that provide the final summative assessment of the unit.

#### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion.

#### Key vocabulary:

Marketing, Promotion, Principles of marketing, Interrelationships, Expectations, Retention, Influence, Reputation, Unstated needs, Branding, Distribution, Distribution channels, Convenience, Consistency, Niche, Mass, Objectives, Politics.

### HALF TERM 5 UNIT 1 - THE WORLD OF TRAVEL AND TOURISM

#### All students will know:

- » Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved.
- » Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios.
- » Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers.
- » Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers.
- » Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers.

#### All students will be assessed:

- » This unit is assessed by a written examination set and marked by Pearson. The examination will be 1.5 hours in length. The number of marks for the examination is 75.
- » The assessment availability is January and May each year. Sample assessment materials will be used throughout to prepare learners for the assessment.

#### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion.

#### Key vocabulary:

Domestic, Inbound, Outbound, Leisure, Corporate, Exhibition, Incentive, Specialist, Heritage, Culture, Conservation, Sustainability, VRF, Responsible tourism, Requirements, Private sector, Public sector, Voluntary sector, Campaign, Organisation, Lobby, Scheduled, Charter, Gateways, Component.

Workshop at Drayton Manor. Potential work experience opportunities at a local visitor attraction or hotel.

## HALF TERM 6 UNIT 9 - VISITOR ATTRACTIONS

### All students will know:

- › Investigate visitor attractions and the different ways they are funded.
- › Explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors.
- › Evaluate the effectiveness of visitor attractions.

### All students will be assessed:

Unit 9 is internally assessed and subject to external standards verification. Students are set 3 coursework assignments that provide the final summative assessment of the unit.

### Reading skills needed for this unit:

- › Vocabulary.
- › Interpreting text.
- › Analysis.
- › Assessment.
- › Suggestion.
- › Evaluation. **Key vocabulary:**

Scale, Scope, Appeal, Revenue, Strategy, Primary, Secondary, Expectations, Trends, International, National, Local, Complexity, Tertiary, Quaternary, Multiplier effect, Branding, Merchandise, Expansion, Initiatives.

### HOW STUDENTS CAN BE SUPPORTED AT HOME

Some students also study BTEC level 3 Business studies.

# YEAR 13 | BTEC TRAVEL AND TOURISM

**The Pearson BTEC National Certificate in Travel and Tourism is designed for post-16 learners with an interest in travel and tourism who want to continue their education through applied learning, and who aim to progress to higher education.**

This qualification consists of two mandatory units covering the following content areas.

- » The travel and tourism industry – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- » Different types of destinations and their importance – learners will investigate the features and appeal of global destinations.
- » Principles of marketing in travel and tourism – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that learners develop transferable skills, which are highly regarded by higher education providers and employers. The qualification will give learners transferable knowledge, understanding and broad skills such as communicating and presenting ideas.

## HALF TERM 1 UNIT 2 THE WORLD OF TRAVEL AND TOURISM

### All students will know:

- » 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 plans, routes and itineraries to meet the needs of specified customers.
- » Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.

### All students will be assessed:

- » A task set and marked by Pearson and completed under supervised conditions.
- » Learners are given information two weeks before a supervised assessment period in order to carry out research.
- » The supervised assessment period is undertaken in a single session of three hours.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion.

### Key vocabulary:

Geographical scale  
Hemispheres, Continents,  
Altitude, Latitude, Equator,  
Poles, Tropic of Cancer  
Tropic of Capricorn, Climate,  
Natural phenomena,  
Geysers, Volcanoes,  
Precipitation, Seasonal,  
Cultural, Heritage,  
Amenities, Development,  
Exploration, Involvements,  
Consolidation, Stagnation,  
Rejuvenation, Gateways.

- » Workshop at Drayton Manor.
- » Potential work experience opportunities at a local visitor attraction or hotel.
- » Workshop at Wild animal park.

## HALF TERM 2 UNIT 2 THE WORLD OF TRAVEL AND TOURISM

### All students will know:

- » 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 plans, routes and itineraries to meet the needs of specified customers.
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- » Vocabulary.
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- » Suggestion.

### Key vocabulary:

Geographical scale  
Hemispheres, Continents,  
Altitude, Latitude, Equator,  
Poles, Tropic of Cancer  
Tropic of Capricorn, Climate,  
Natural phenomena,  
Geysers, Volcanoes,  
Precipitation, Seasonal,  
Cultural, Heritage,  
Amenities, Development,  
Exploration, Involvements,  
Consolidation, Stagnation,  
Rejuvenation, Gateways.

## HALF TERM 3 UNIT 9 VISITOR ATTRACTIONS

### All students will know:

- » Investigate visitor attractions and the different ways they are funded.
- » Explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors.
- » Evaluate the effectiveness of visitor attractions.

### All students will be assessed:

Unit 9 is internally assessed and subject to external standards verification. Students are set 3 coursework assignments that provide the final summative assessment of the unit.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Suggestion.
- » Evaluation.

### Key vocabulary:

Scale, Scope, Appeal,  
Revenue, Strategy, Primary,  
Secondary, Expectations,  
Trends, International,  
National, Local, Complexity,  
Tertiary, Quaternary,  
Multiplier effect, Branding,  
Merchandise, Expansion,  
Initiatives.

## HOW THIS LEARNING WILL BE EMBEDDED ELSEWHERE IN THE CURRICULUM

Some students also study BTEC level 3 Business studies.

## HALF TERM 4 UNIT 9 VISITOR ATTRACTIONS

### All students will know:

- » Investigate visitor attractions and the different ways they are funded.
- » Explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors.
- » Evaluate the effectiveness of visitor attractions.

### All students will be assessed:

Unit 9 is internally assessed and subject to external standards verification. Students are set 3 coursework assignments that provide the final summative assessment of the unit.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Suggestion.
- » Evaluation. **Key vocabulary:**

Scale, Scope, Appeal, Revenue, Strategy, Primary, Secondary, Expectations, Trends, International, National, Local, Complexity, Tertiary, Quaternary, Multiplier effect, Branding, Merchandise, Expansion, Initiatives.

## HOW STUDENTS CAN BE SUPPORTED AT HOME

- » Reading/watching/listening to global news to become aware of global issues and how they affect the travel and tourism sector.
- » Wanderlust magazine publication.
- » National Geographic Travel publication.
- » SMHW.

## HALF TERM 5 UNIT 2 THE WORLD OF TRAVEL AND TOURISM

### All students will know:

- » 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 plans, routes and itineraries to meet the needs of specified customers.
- » Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.

### All students will be assessed:

- » A task set and marked by Pearson and completed under supervised conditions.
- » Learners are given information two weeks before a supervised assessment period in order to carry out research.
- » The supervised assessment period is undertaken in a single session of three hours.

### Reading skills needed for this unit:

- » Vocabulary.
- » Interpreting text.
- » Analysis.
- » Assessment.
- » Evaluation.
- » Suggestion. **Key vocabulary:**

Geographical scale Hemispheres, Continents, Altitude, Latitude, Equator, Poles, Tropic of Cancer Tropic of Capricorn, Climate, Natural phenomena, Geysers, Volcanoes, Precipitation, Seasonal, Cultural, Heritage, Amenities, Development, Exploration, Involvements, Consolidation, Stagnation, Rejuvenation, Gateways.