



## Year 10 Travel and Tourism

### Long-term sequencing

<p><b>Intent</b></p> <p>The BTEC Travel and Tourism Tech Award course is a practical introduction to life and work in the industry. Pupils will explore a stimulating introduction to the world of travel and tourism, the importance of travel and tourism to the UK and world economies and gain an insight into key areas such as tourism development, tourism trends and much more. Pupils will investigate, plan, explore and consider how the Travel and Tourism industry operates as well as the impact of global tourism on local communities, the economy and the environment. The curriculum for this stage of students' education starts with the BTEC Travel and Tourism Tech Award specification starting with Component 1 enabling students to develop knowledge about the industries, and key organisations, within the Travel and Tourism sector. They will prepare and complete their first formal assignment in March and then end the year focusing on content for Component 2, identifying customer needs and developing investigative skills for areas of specific interest in relation to travel and tourism.</p>		
<p><b>HALF TERM 1:</b> Component 1 – Travel and Tourism Organisations and Destinations</p> <p><b>STUDENTS MUST KNOW;</b> Learning Objective A</p> <ul style="list-style-type: none"> <li>● Types of Accommodation</li> <li>● Tour Operators</li> <li>● Travel Agents</li> <li>● Online Travel Services</li> <li>● The role of consumer technology</li> <li>● Tourism development and promotion</li> <li>● Ancillary Services</li> <li>● Key organisations in the travel and tourism sector</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> Low-stake quizzing, retrieval practice and questioning. Knowledge tests will be given that enhance understanding. Exam questions will also be given.</p>	<p><b>HALF TERM 2:</b> Component 1 - Travel and Tourism Organisations and Destinations</p> <p><b>STUDENTS MUST KNOW:</b> Learning Objective B</p> <ul style="list-style-type: none"> <li>● Types of visitor attractions</li> <li>● Features of visitor attractions</li> <li>● Types of Tourism</li> <li>● Types of Visitor</li> <li>● Travel Options</li> <li>● Modes of Transportation</li> <li>● Transport hubs and Gateways</li> <li>● Suitability of travel routes</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> Low-stake quizzing, retrieval practice and questioning. Knowledge tests will be given that enhance understanding. Exam questions will also be given.</p>	<p><b>HALF TERM 3:</b> Component 1 - Travel and Tourism Organisations and Destinations</p> <p><b>STUDENTS MUST KNOW:</b></p> <ul style="list-style-type: none"> <li>● Revise content from Learning Objective A and B</li> <li>● Key skills to develop their travel and tourism skills and knowledge</li> <li>● Identifying customer needs through various scenarios</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> Practice of skills and meeting deadlines. Mock Internal Assessment (Task 3) and Feedback</p>

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<p><b>HALF TERM 4:</b> Component 1 - Travel and Tourism Organisations and Destinations</p> <p><b>STUDENTS MUST KNOW:</b></p> <ul style="list-style-type: none"><li>● Content from Learning Objective A and B</li><li>● Key skills development</li><li>● Roles and services of tour operators</li><li>● Role of consumer technology in airports</li><li>● Identifying customer needs</li><li>● Evaluating suitable routes to destinations</li></ul> <p><b>HOW THIS WILL BE ASSESSED:</b></p> <p>Monitored Preparation (4 hours) followed by Supervised Pearson-set Assignment (6 hours)</p>	<p><b>HALF TERM 5:</b> Component 2 – Customer Needs in Travel and Tourism</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>Learning Objective A</p> <ul style="list-style-type: none"><li>● Types of market research</li><li>● Primary and secondary research methods</li><li>● Identifying customer needs and preferences</li><li>● Identifying travel and tourism trends</li></ul> <p><b>HOW THIS WILL BE ASSESSED:</b></p> <p>Low-stake quizzing, retrieval practice and questioning. Knowledge tests will be given that enhance understanding. Exam questions will also be given.</p>	<p><b>HALF TERM 6:</b> Component 2 – Customer Needs in Travel and Tourism</p> <p><b>STUDENTS MUST KNOW:</b></p> <p>Learning Objective B</p> <ul style="list-style-type: none"><li>● Customer needs and preferences</li><li>● Customer needs and different types of travel</li><li>● Travel Planning</li></ul> <p><b>HOW THIS WILL BE ASSESSED:</b></p> <p>Low-stake quizzing, retrieval practice and questioning. Knowledge tests will be given that enhance understanding. Exam questions will also be given.</p>
<p>Home learning: Retrieval, exam questions, reading and research.</p>		