

Curriculum Intent Statement for Travel and Tourism

Intent

The travel and tourism curriculum at GM School is designed to provide our students with employability the skills, knowledge of the careers available and attitudes necessary for a popular and expanding employment sector.

Implementation

Primary and Key Stage 3

Travel and Tourism is not taught in these phases.

KS4

KS4 follows the BTEC specification and is taught in mixed ability groups over 6 hours per fortnight.

Travel and tourism is delivered at Years 10-11. Students will complete a total of 4 units over the 2 year programme; exploring the travel and tourism industry in the UK and worldwide to understand its importance to the economy. They will investigate the importance and different types of destinations whilst identifying the features and what makes them so appealing to the consumer. As part of the course students will learn how to attract and engage with customers using data. This will allow them to develop a successful marketing plan for use within the industry in the future.

The skills taught and developed on this programme will help students examine, interpret and analyse a variety of different information sources to help measure the importance of tourism to the global economy. These skills will be of huge importance in further education or within the world of employment.

Units

- 25% – Unit 1: The UK Travel and Tourism Sector (EXAM)
- 25% – Unit 2: UK Travel and Tourism Destinations (COURSEWORK)
- 25% – Unit 3: The Travel and Tourism Customer Experience (COURSEWORK)

Students also complete one more piece of Coursework from the following units:

- Unit 4: International Travel and Tourism Destinations
- Unit 5: Factors Affecting Worldwide Travel and Tourism

Enrichment Opportunities

Attraction visit – customer service talk and evaluation

Airline company employee visit and talk

Airline training simulation

Local Travel Agent visit – product and service research and training session

Supporting your Child

<https://qualifications.pearson.com/en/qualifications/btec-firsts/travel-and-tourism-2013-nqf.html#tab-4> the awarding body for BTEC First in Travel and Tourism – containing advice, sample assessments and sample assignments

Where could Travel and Tourism take you next?

Possible careers in Travel and Tourism can be – Hotel Manager, Tour Guide/ Operator, Cabin Crew, Travel Agency/ Consultant and more!