

Department	Travel and tourism
Key Stage	KEY STAGE 5
Course Level	BTEC National extended certificate
Exam Board	Edexcel



Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 13 Spring & Summer Terms	Unit 2: Global Destinations	Students will demonstrate knowledge and understanding of the location, features and appeal of global destinations They will apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support Students will evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers They will be able to evaluate factors and	<p>Geographical awareness, locations and features giving appeal to global destinations Specific terms and features are used to describe the location of destinations on a global scale.</p> <p>Potential advantages and disadvantages of travel options to access global destinations Global destinations have become more accessible via a network of different transport routes and providers. There is now a wide range of travel and transport options available and each has their own advantages and disadvantages depending on a variety of factors, including customer needs.</p> <p>Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations Consumer trends relate to how the views, needs and requirements of customers may change over time and, as a</p>	Cause Consequence Change and continuity Similarity and difference Advantages and disadvantages Investigation Research Evaluation	Research tasks and CAT's across the course of the unit during delivery.  Leads to external assessment set by the exam board at the start of year 13  This will be worth a quarter of the final qualification.	Current affairs via the news on Tv or newspaper. FCO website will current travel advice.  Pearson BTEC National Travel and tourism Student book 2019 specification.

		consumer trends that influence the popularity and appeal of global destinations. Students will have considered the students will also develop transferable skills, such as written communication skills, which will support their progression within the course.	<p>consequence, some global destinations may become more or less popular. Customer choice may also be influenced by motivating and enabling factors.</p> <p>Factors affecting the popularity and appeal of destinations Some global destinations with similar features may be more popular than others due to a number of factors. Some of these factors can be controlled by the destination itself while others are not within its control.</p>			
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Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 13 Summer/ autumn	Unit 9: Visitor Attractions	<p>Students will investigate the nature, role and appeal of visitor attractions</p> <p>They will also examine how visitor</p>	<p>Types of visitor attractions</p> <p>Scale, scope and appeal of visitor attractions</p> <p>Ways in which visitor attractions are funded</p> <p>Importance of additional revenue generation strategies for visitor attractions</p>	<p>Cause</p> <p>Consequence</p> <p>Change and continuity</p> <p>Similarity and difference</p> <p>Advantages and disadvantages</p> <p>Investigation</p> <p>Research</p> <p>Evaluation</p>	<p>Leads to internal assessment set by the exam board at the end of year 13</p> <p>A presentation, with speaker notes, that</p>	<p>Current affairs via the news on Tv or newspaper. FCO website will current travel advice.</p>

		<p>attractions meet the diverse expectations of visitors.</p> <p>Students will explore how visitor attractions respond to competition and measure their success and appeal.</p>	<table border="1"> <tr> <td data-bbox="793 191 1182 266">Different types of visitors and their diverse expectations</td> </tr> <tr> <td data-bbox="793 266 1182 410">Products and services provided, including primary and secondary spend opportunities</td> </tr> <tr> <td data-bbox="793 410 1182 485">Ways to meet and exceed visitor expectations</td> </tr> <tr> <td data-bbox="793 485 1182 591">Use of technology and its importance for visitor attractions</td> </tr> <tr> <td data-bbox="793 591 1182 664">Strategies for responding to competition</td> </tr> <tr> <td data-bbox="793 664 1182 808">Success and appeal, using data analysis to measure visitor trends and visitor numbers</td> </tr> </table>	Different types of visitors and their diverse expectations	Products and services provided, including primary and secondary spend opportunities	Ways to meet and exceed visitor expectations	Use of technology and its importance for visitor attractions	Strategies for responding to competition	Success and appeal, using data analysis to measure visitor trends and visitor numbers		<p>examines the different types of visitor attractions.</p> <p>Write an article that explores how two contrasting visitor attractions offer products and services.</p> <p>Write a report that explores how two different types of visitor attraction respond to competition and the importance of effectively measuring their success and appeal.</p> <p>This will be worth a quarter of the final qualification.</p>	<p>Pearson BTEC National Travel and tourism Student book 2019 specification.</p>
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