

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 12 Spring & Summer Terms	Unit 1: The World of Travel and Tourism	<p>Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved.</p> <p>Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios</p> <p>3 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</p>	<table border="1"> <tr><td>Types of travel and tourism</td></tr> <tr><td>Types of tourism</td></tr> <tr><td>Types of travel</td></tr> <tr><td>Types of travel and tourism customer</td></tr> <tr><td>The types of travel and tourism organisations, their roles and the products and services they offer to customers, Ownership and operating aims</td></tr> <tr><td>The key sectors of the travel and tourism industry – components of their role, and the products and services they offer to different types of customers</td></tr> <tr><td>Interrelationships and interdependencies in the travel and tourism industry</td></tr> <tr><td>Technology in travel and tourism</td></tr> <tr><td>The scale of the travel and tourism industry</td></tr> <tr><td>Importance of the UK as a global destination</td></tr> <tr><td>Employment in travel and tourism</td></tr> </table>	Types of travel and tourism	Types of tourism	Types of travel	Types of travel and tourism customer	The types of travel and tourism organisations, their roles and the products and services they offer to customers, Ownership and operating aims	The key sectors of the travel and tourism industry – components of their role, and the products and services they offer to different types of customers	Interrelationships and interdependencies in the travel and tourism industry	Technology in travel and tourism	The scale of the travel and tourism industry	Importance of the UK as a global destination	Employment in travel and tourism	<p>Cause Consequence Change and continuity Similarity and difference Advantages and disadvantages Investigation Research Evaluation</p>	<p>Research tasks and CAT's across the course of the unit during delivery.</p> <p>Leads to external assessment set by the exam board at the start of year 12</p> <p>This will be worth a quarter of the final qualification.</p>	<p>Current affairs via the news on Tv or newspaper. FCO website will current travel advice.</p> <p>Pearson BTEC National Travel and tourism Student book 2019 specification.</p>
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		<p>4 Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers</p> <p>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</p> <p>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>	<p>Visitor numbers The scale of the industry can be measured by looking at visitor numbers, and these can be broken down into types of tourism. Statistics showing trends in types of tourism are a good way of analysing growth and decline.</p> <p>Income and spending</p> <p>Factors affecting the travel and tourism industry</p> <p>Product development and innovation</p> <p>Other factors affecting organisations in the travel and tourism industry</p> <p>Responses of travel and tourism organisations to external and internal factors</p>			
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Year 12 Autumn/ spring	Unit 3: Principles of Marketing in Travel and Tourism	<p>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> <p>Students will explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism. Students will examine the impact that marketing activities have on the success of different travel and tourism organisations. They will carry out market research in order to identify a new travel and tourism product or service They will also produce a promotional</p>	<p>Interrelationships between marketing and customer service in travel and tourism organisations</p> <p>Influencing customer decisions and meeting needs</p> <p>The marketing mix used by travel and tourism organisations</p> <p>Potential impacts of the marketing and customer service</p> <p>The role of marketing in different travel and tourism organisations</p> <p>How marketing contributes to the success of travel and tourism organisations</p> <p>Influences on marketing activity</p>	<p>Cause Consequence Change and continuity Similarity and difference Advantages and disadvantages Investigation Research Evaluation</p>	<p>Collecting market research data Analysing market research data Using research results to help identify a new product or service</p> <p>Designing a promotional campaign to meet stated objectives Producing promotional materials and activities Leads to internal assessment set by the exam board at the start of year 12</p> <p>This will be worth a quarter of the</p>	<p>Current affairs via the news on Tv or newspaper. FCO website will current travel advice.</p> <p>Pearson BTEC National Travel and tourism Student book 2019 specification.</p>

		campaign for a new travel and tourism product or service, to meet stated objectives.			final qualification.	
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