

Travel and Tourism Course Outline

The BTEC First Award is 75% coursework and 25% External exam

Year 9:

Students in Year 9 will complete unit 2:

- Unit 2 (internally assessed): UK Travel and Tourism Destinations – this unit covers what the different types of UK destinations have to offer, as well as locating tourist UK destinations and routes

Year 10

Students in Year 10 will complete unit 4:

- Unit 4 (internally assessed): International Travel and Tourism Destinations – this unit looks at international travel and tourism destinations and gateways and reasons for their appeal to different visitors.

Year 11:

Students in year 11 will complete 2 units. These units include:

- Unit 1 (externally assessed Sept to January): The UK Travel and Tourism sector – this unit covers the main types of tourism in the UK, the contribution that travel and tourism makes to the UK economy and the different component industries that make up the UK travel and tourism sector.
- Unit 3 (internally assessed January to May): The Travel and Tourism Customer Experience – this unit looks at the needs and expectations of different types of customer in the travel and tourism sector and how organisations address these.

Unit 1 topics

Learning aim A: Understand the UK travel and tourism sector and its importance to the UK economy

Topic	Description
A1	Types of tourism
A2	Types of travel
A3	Principles of sustainable tourism
A4	The importance of the travel and tourism industry to the UK economy

Learning aim B: Know about the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships

Topic	Description
B1	Industries in the travel and tourism sector
B2	Key organisations in the travel and tourism sector
B3	Types of organisations in the travel and tourism sector
B4	The interrelationships between travel and tourism organisations

Learning aim C: Understand the role of consumer technology in the travel and tourism sector

Topic	Description
C1	The role of consumer technology

Unit 2 topics

Learning aim A: Know UK travel and tourism destinations and gateways

Topic	Description
A1	Uk travel and tourism categories
A2	UK gateway airports and seaports
A3	Road and rail travel
A4	Examples of UK travel

Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors

Topic	Description
B1	Appeal of UK destinations
B2	Types of visitors
B3	Increasing the appeal

Learning aim C: Plan UK holidays to meet the needs of different visitors

Topic	Description
C1	Sources of information
C2	UK holiday planning

Unit 2 evidence for internally assessed coursework

Learning aim A: Know UK travel and tourism destinations and gateways

Accurately locate travel and tourism destinations, from different destination categories	2A.P1
Identify and accurately locate airports and seaports in the UK, including a typical passenger routes.	2A.P2
Accurately locate motorways and rail lines, identifying the destinations connected by them	2A.P3
Plan in detail routes of road, rail and air travel in and around the UK	2A.M1

Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors

Describe how UK towns or cities, seaside resorts and countryside areas can appeal to different types of visitors	2B.P4
Recommend how UK destinations might be able to increase its appeal to different types of visitors	2B.M2
Justify own recommendations as to how UK destinations might be able to increase its appeal to different types of visitors	2B.D1

Learning aim C: Plan UK holidays to meet the needs of different visitors

Using different information sources, plan UK holidays, for alternative types of visitors, producing itineraries	2C.P5
Plan UK holidays for different types of visitors, producing a detailed itinerary, and justifying choices made	2C.M3
Analyse ways in which the planned UK holidays could be adapted to meet the needs of different types of visitors	2C.D2

Unit 4 topics

Learning aim A: Know the major international travel and tourism destinations and gateways

Topic	Description
A1	International destinations
A2	Major gateways
A3	Types of destination
A4	Examples of international travel routes

Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor

Topic	Description
B1	Features
B2	Types of visitor

Learning aim C: Be able to plan international travel to meet the needs of visitors

Topic	Description
C1	European and worldwide holiday planning

Unit 4 evidence for internally assessed coursework

Learning aim A: Know the major international travel and tourism destinations and gateways

Locate major gateways, from at least two different continents.	4	2A.P1
Locate different types of European and worldwide destinations.	4	2A.P2
Explain typical routes of air travel in relation to European and worldwide tourism.	4	2A.M1

Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor

Describe features that contribute to the appeal of European destinations and worldwide destinations, for different visitor types.	4	2B.P3
Explain how the features contribute to the appeal of European and worldwide destinations, for different visitor types.	4	2B.M2
Compare and contrast the contribution of different features to the appeal of European and worldwide destinations for different customer types.	4	2B.D1

Learning aim C: Be able to plan international travel to meet the needs of visitors

Plan holidays to European and worldwide destinations, for different visitor types producing itineraries.	4	2C.P4
Plan holidays to European and worldwide destinations, for different visitor types, producing itineraries and justifying choices made.	4	2C.M3
Analyse ways in which planned holidays could be adapted to meet the needs of different types of visitors.	4	2C.D2

Unit 3 topics

Learning aim A: Investigate travel and tourism customer service

Topic	Description
A1	What is customer service?
A2	Different organisations in the travel and tourism industry

Learning aim B: Explore the needs and expectations of different types of customer in the travel and tourism sector

Topic	Description
B1	Customer types
B2	Needs of different types of customers
B3	Responding to customer needs
B4	Exploring expectations of different types of customer in the travel and tourism sector

Learning Aim C: Understand the importance of Customer Service to Travel and Tourism Organisations

Topic	Description
C1	Customer service
C2	Impact of excellent and poor customer service on travel and tourism organisations

Unit 3 evidence for internally assessed coursework

Learning Aim A: Investigate Travel and Tourism Customer Service

2A.D1	Compare and contrast the how the main customer service aims for two different travel and tourism organisations help the organisations to carry out their role and functions.
2A.M1	Explain, using relevant examples, how the main aims of customer service for two different travel and tourism organisations help the organisations to carry out their role and functions.
2A.P1	Describe the main aims of customer service for three different travel and tourism organisations in relation to their role and functions.

Learning aim B: Explore the needs and expectations of different types of customer in the travel and tourism sector

2B.D2	Evaluate the success of two different travel and tourism organisations in recognising, meeting and exceeding external customer needs.
2B.M2	Compare, using relevant examples, how two travel and tourism organisations respond to external customer needs to meet and exceed customer expectations.
2B.P3	Explain how three travel and tourism organisations respond to external customer needs to meet and exceed customer expectations

Learning Aim C: Understand the importance of Customer Service to Travel and Tourism Organisations

2C.D3	Recommend and justify improvements to poor customer service for one travel and tourism organisation.
2C.M4	Compare, using relevant examples, the impacts of excellent and poor customer service on two travel and tourism organisations
2C.M3	Compare customer service skills relevant to two travel and tourism organisations.
2C.P5	Assess the impact of excellent and poor customer service on travel and tourism organisations.
2C.P4	Explain customer service skills relevant to two travel and tourism organisations.