

Curriculum Overview – Travel & Tourism



KS5

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	The World of Travel and Tourism	The World of Travel and Tourism	Principles of Marketing – Impact of marketing	Principles of Marketing – Customer decisions	Principles of Marketing – Market research	Principles of Marketing – Marketing campaign

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13	Global Destinations- Features and appeal of destinations	Global Destinations – Factors affecting travel	Global Destinations – Consumer trends	Visitor Attractions – Nature and role of attractions	Visitor Attractions – Diverse expectations	Exams



KS5

At SUA, Travel and Tourism is offered for post-16 learners as a BTEC Level 3 qualification, the equivalent of an A Level. The course is designed to provide students with the knowledge, understanding and skills of the travel and tourism industry – which is one of the fastest growing industries in the UK that employs approximately 4 million people. The qualification is made up of three compulsory units and one optional unit, which are assessed either by internal or external assessments. The external assessments include two written exams, whilst the internal assessments are comprised of assignments, such as PowerPoint presentations, written reports and articles. The unit structure and titles include:

External Assessment Units -

Unit 1: The World of Travel and Tourism (worth 25% of the qualification)

Unit 2: Global Destinations (worth 33% of the qualification)

Internal Assessment Units -

Unit 3: Principles of Marketing in Travel and Tourism (worth 25% of the qualification)

Unit 9: Visitor Attractions (worth 17% of the qualification)

Experiences

- Opportunity for students to network with local travel and tourism organisations
- Students conduct their own research and develop a marketing campaign for a travel and tourism product/service
- Local visit to Cannock Chase and visits to Travel and Tourism conferences, eg. The World Travel Market in London and the Destinations Show
- Guest speaker experiences with Travel and Tourism organisations

Links to CHARACTER

- Using student's knowledge and skills to refine understanding of key concepts, themes and policies in the travel and tourism industry
- Developing key literacy skills to ensure life-long learners
- Building self-esteem and confidence through written work, presenting information and skill application