


Geography Department – Year 12: BTEC Travel & Tourism

 <p align="center">Shirley High Curriculum Map</p>	Year 12 The Advanced Geographer: Students will take their knowledge and skills and develop new, more advanced geographical-specific skills and knowledge, developing their independence as young adults preparing them for the next stage following post 16+.					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	Unit 1 The world of travel and tourism (mandatory Unit) A Types of Travel and Tourism	Unit 1 The world of travel and tourism (mandatory Unit) B Organisations, their roles and the products and Services they offer to customers	Unit 1 The world of travel and tourism (mandatory Unit) C The scale of the Travel and Tourism industry	Unit 1 The world of travel and tourism (mandatory Unit) D Factors affecting the Travel and Tourism industry	Revision and EXAM (could be retaken following January)	
Extended Certificate 360 GLH (equivalent to 1 A-level)	Unit 3 Principles of Marketing in Travel and Tourism: (Mandatory and synoptic Unit) Learning aim A: Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism	Unit 3 Principles of Marketing in Travel and Tourism: (Mandatory and synoptic Unit) Learning aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations	Unit 3 Principles of Marketing in Travel and Tourism: (Mandatory and synoptic Unit) Learning aim C: Carry out market research in order to identify a new tourism product or service	Unit 3 Principles of Marketing in Travel and Tourism: (Mandatory and synoptic Unit) Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives	Consolidation and Internal moderation	
Why Now?	This relies on 3 staff members sharing year 12, with and unequal weighing of time. Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments.	Continue as per Autumn term 1 Unit 3+9 Assignment hand in dates will vary Unit 1 exam at identified times Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments.	Continue. Individual assignment dates will be set. Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments.	PPE 2 on Unit 1 Individual assignment dates will be set. Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments.	Individual assignment dates will be set. Preparation for external exam Unit 1 Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments.	Unit 1 exam Deadline for Unit 3 and 9 Assignments Units will build upon KS3/4 knowledge as well as each other. Choice of one examined unit to support student health and wellbeing to balance exams and assignments. Student can retake Unit 1 on the following January if required.
Fundamental Concepts Unit 1	Provides foundation for learners to study other units, exploring the key components and scale of the industry, using data to analyse key trends and their impact. The T+T industry in the UK is growing and is of major importance to the economy. Learners will develop skills to examine, interpret and analyse a variety of statistics to measure the importance of tourism to the UK and the ever changing influences, from within and outside the industry and how organisations need to react to these changes to secure future operations. T+T is a customer focussed industry and organisations offer a range of products and services to many different types of customer. Learners will study how organisations work together to benefit both themselves and customers, using real researched examples. This unit will help students to progress to higher –education courses and /or career in the travel and tourism industry as it develops knowledge of how to analyse important T+T data and make decisions from a variety of sources.					To secure this unit completion
Fundamental Concepts Unit 3	Learners investigate the use of marketing in T+T organisations and how to meet customer expectations in order to inform a promotion campaign of their own design. Marketing is an important focus for any successful organisation where products, services and the expectations of customer are constantly changing, and successful businesses must have a strategy for understanding its customers and targeting them with a profitable offer. Learners will develop their marketing skills researching the needs and expectations of different customer types. Learners will use market intelligence to plan and produce a promotional campaign for a new T+T product or service and the different stages that an organisation or tourist destination goes through when marketing their products or services. This unit will help learners progress to higher education to a variety of course that require a knowledge of marketing theory and research methods and the the development and review of marketing strategies, such as a degree in tourism, transport or leisure. The wide range of skills and knowledge developed will help progress many careers. <ul style="list-style-type: none"> Examine the impact that marketing activities have success of different travel and tourism organisations Carry out market research in order to identify a new tourism product or service. Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives 					Internally verified
Unit 1 The World of T+T Students will...	Students will learn: Types of Travel and Tourism <ul style="list-style-type: none"> A1 - Types of travel A2 - Types of travel A3 - Types of travel and tourism customer Types of Travel and Tourism Organisations, their roles and the products and Services they offer to customers <ul style="list-style-type: none"> B1 - Ownership and operating aims B2 - Roles, products and services of the key sectors in the travel and tourism industry B3 - Interrelationships and Interdependencies in the travel and tourism industry B4 - Technology in travel and tourism <ul style="list-style-type: none"> AO1 - Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved AO2 - Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios 		Students will learn: The Scale of the Travel and Tourism Industry <ul style="list-style-type: none"> C1 - Importance of the UK as a global destination C2 - Employment in travel and tourism C3 - Visitor numbers C4 - Income and spending Factors Affecting the travel and Tourism Industry <ul style="list-style-type: none"> D1 - Product development innovation D2 - Other factors affecting organisations in the travel and tourism industry D3 - Responses of travel and tourism organisations to external and internal factors <ul style="list-style-type: none"> AO3 - 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 AO4 Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers 		Written exam set and marked externally by Pearson. 1.5 hours 75 marks. (can be retaken Jan)	
Unit 3 Principles of Marketing in T + T Students will...	Learning aim A: Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism <ul style="list-style-type: none"> A1 - Interrelationships between marketing and customer service in travel and tourism organisations A2 - Influencing customer decisions and meeting needs A3 - The marketing mix used by travel and tourism organisations A4 - Potential impacts of the marketing mix and customer service 	Learning aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations <ul style="list-style-type: none"> B1 - The role of marketing in different travel and tourism organisations B2 - How marketing contributes to the success of travel and tourism organisations B3 - Influences on Marketing Activity 	Learning aim C: Carry out market research in order to identify a new tourism product or service <ul style="list-style-type: none"> C1 - Collecting Market Research C2 - Analysing Market Research Data C3 - Using research results to help identify a new product or service 	Learning aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives <ul style="list-style-type: none"> D1 - Design a promotional campaign to meet state objectives D2 - Producing promotional material and activities 	Assignment schedule has key dates.	
Language for Life (Key terms/Vocabulary)	Glossary for each unit	Glossary for each unit	Glossary for each unit	Glossary for each unit	Glossary for each unit	Glossary for each unit
Extended writing Opportunities	Throughout the units learners are encouraged to write fully e.g. reviewing visitor attractions or presenting market research findings.					
Maths Across the Curriculum	Marketing unit particularly lends itself as learners have to interpret and present market research and statistical data. Throughout the course the importance of visitor numbers and changes to budgeting are constant themes.					
Links to careers/aspirations	See fundamental concepts, but career progression is clear, e.g. degrees within T+T, Leisure, Transport , Marketing and business. Many roles and jobs are considered throughout.					

Cultural Capital	Learners are encouraged to research and visit different tourist attractions, considering viewing through customer eyes, even if they wouldn't normally have gone themselves which gives opportunities otherwise might not have been experienced. Use of webcams to view places in real time.
Practical Application of Skills	Throughout the units learners are applying practical skills, e.g. designing and administering own market research, planning trips / events. Creating marketing and business products / slogans etc.