


Department – Year 12 BTEC Travel & Tourism

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+.						
 Shirley High Curriculum Map	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 9 Visitor Attractions (Optional Unit) Learning aim A: Investigate the nature, role and appeal of visitor attractions Unit 9 Visitor Attractions (Optional Unit) Learning aim B: Examine how visitor attractions meet the diverse expectations of visitors		Unit 9 Visitor Attractions (Optional Unit) Learning aim C: Explore how visitor attractions respond to competition and measure their success and appeal Unit 9 Visitor Attractions (Optional Unit) Learning aim D: Investigate the nature, role and appeal of visitor attractions Standards verification takes place approx. mid May. After assignments complete time handed to Unit 1 revision			
Why Now?	This relies on 3 staff members sharing year 12, with an 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 1+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 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. Students can retake Unit 1 on the following January if required.
Fundamental Concepts Unit 1	Provides a 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 9	Learners develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience. Visitor attractions can draw both domestic and overseas visitors by providing opportunities for relaxation, amusement and education. They are a major source of revenue for the T+T industry as well as thro the UK and global economy. Learners will investigate visitor attractions and the different ways they are funded, what is meant by the visitor experience e and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors. By developing knowledge and skills in researching and evaluating the effectiveness of visitor attractions, learners are ready to progress to higher-education course such as degrees in tourism, leisure or business studies as well as the skills supporting various career progression.					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)
Students will...	Students will..... Learning aim A: Investigate the nature, role and appeal of visitor attractions <ul style="list-style-type: none"> A1 - Types of visitor attractions A2 - Scale, Scope and appeal of visitor attractions A3 - Ways in which attractions are funded A4 - Importance of additional revenue generation strategies for visitor attractions 		Students will..... Learning aim B: Examine how visitor attractions meet the diverse expectations of visitors <ul style="list-style-type: none"> B1 - Different types of visitors and their diverse expectations B2 - Products and services provided, including primary and secondary opportunities B3 - Ways to meet and exceed visitor expectations	Students will.... Learning aim C: Explore how visitor attractions respond to competition and measure their success and appeal <ul style="list-style-type: none"> C1 - Strategies for responding to competition C2 - Success and appeal using data analysis to measure visitor trends and visitor numbers	Consolidation and internal verification.	
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	Visitor attractions (unit 9) 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 as well as profit and loss					
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. Also learners consider the importance of accessibility and how all people can be supported to enjoy and access attractions.					