


Department – Year 13 BTEC

Y13 The Expert Geographer – Students will have a full range of advanced geographical and life skills and be fully prepared for their BTEC exams coursework and for the next stage of their journey after Shirley High school.						
 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 2 Global destinations (mandatory 120) Revisit Unit 1 The world of travel and tourism (mandatory Unit) with view to resit Jan to Unit 1 Principles of Marketing in Travel and tourism resubmission (due to Covid impacts- only for this year)	Unit 2 Global destinations (mandatory 120) Revisit Unit 1 The world of travel and tourism (mandatory Unit) with view to resit Jan to Unit	Unit 2 Global destinations (mandatory 120) Unit Exam Jan as external PPE Revisit Unit 1 The world of travel and tourism (mandatory Unit) with view to resit Jan to Unit	Unit 2 Global destinations (mandatory 120)	Unit 2 Global destinations (mandatory 120) Final Exam	Exams completed
Extended Certificate 360 GLH (A level equivalent)	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 Real Exams are also sat in January for Unit 1 as a resit and Unit 2 as first sitting		Consolidation and Internal moderation Standards Verifying by Mid May	
Why Now?	Learners progress to expert Geographers and begin the last units and can make the links to the core units Expectation to resit Unit 1 in Jan for final time, also sit Global destinations, although not complete teaching for practise and familiarisation.	Learners progress to expert Geographers and begin the last units and can make the links to the core units Expectation to resit Unit 1 in Jan for final time, also sit Global destinations, although not complete teaching for practise and familiarisation.. Look for links to UCCAS applications	Sit Unit 1 for final time and Global destinations Unit for first time although teaching is not complete to familiarise with paper layout.	Complete teaching of Unit 2 Global destinations (mandatory 120)	Complete teaching of Unit 2 Global destinations and Final exams (mandatory 120)	Course complete
Fundamental Concepts Unit 2	Learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations. A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations		Learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations. A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations First exam sat January with a view for practise and feedback and resitting in Summer		Exams Sat	
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 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	
Students will...	Learn about: A Geographical awareness, locations and features giving appeal to global destinations Specific terms and features are used to describe the location of destinations on a global scale. A1 Geographical awareness <ul style="list-style-type: none"> Geographical scale: hemispheres, continents, countries, regions. Location in relation to: <ul style="list-style-type: none"> o position – coastal, inland, islands, oceans, seas o major rivers, lakes, estuaries, mountain ranges, forests o altitude, height above sea level o latitude, equator, poles, Tropic of Cancer, Tropic of Capricorn. A2 Features and appeal of destinations The appeal of global destinations often depends on the features that can be found there. <ul style="list-style-type: none"> • Natural attractions: climate, landscape and topography, waterfalls, flora and fauna; natural phenomena – Northern Lights, volcanoes, geysers. • Weather: interpretation of precipitation, temperature charts, hours of sunshine, seasonal variations. • Built attractions: cultural heritage, historical sites, religious sites, museums, theme parks. • Tourist facilities and amenities, their availability and standards: <ul style="list-style-type: none"> o transport and communication links o types of accommodation – serviced, self-catering o events, entertainment o local culture, including food and drink o facilities provided for activities, for business, leisure. • Stage of development as a tourist destination: stages in Butler’s tourist area life cycle (TALC) model – exploration, involvement, development, consolidation, stagnation, decline, rejuvenation; emerging, mature A3 Appeal and types of tourism Features of global destinations support different types of tourism and tourist activities. <ul style="list-style-type: none"> • Cultural: events, ceremonies, festivals; home stays; responsible tourism; dark tourism; 		C3 Cost factors <ul style="list-style-type: none"> • Total cost: per person, total cost for the group, breakdown of component costs. • Discounts: booking terms and conditions, discount types, percentages, advance bookings, integrated travel, free places, reward schemes. • Supplements: under occupancy, cabins/rooms with views, luggage charges, pre-allocated seating arrangements, level of service, fuel surcharges, excursions, group/private transfers, booking fees, insurance. • Exchange rates, currency conversions, managing fluctuations, restrictions. C4 Type of customers and their needs <ul style="list-style-type: none"> • Different types of customers: families, senior citizens, couples, young people, customers with special interests, corporate travellers, groups, different ages. • General needs: speed, cost, time, length of journey. • Specific needs: access, restricted mobility, wheelchair users, hearing impairment, visual impairment, medical, health conditions, language, unaccompanied minors, infants, babies, phobias, travelling with sports equipment and oversized baggage. • Purpose of travel: leisure, Visiting Friends and Relatives (VFR), business. D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations Consumer trends relate to how the views, needs and requirements of customers may change over time and, as a consequence, some global destinations may become more or less popular. Customer choice may also be influenced by motivating and enabling factors. D1 Consumer trends affecting the appeal of global destination <ul style="list-style-type: none"> • Changing demographics – aging society – silver surfers, grey gappers, adrenalin seekers. • Changes to family structures – intergenerational holidays, parent and toddler activities. 		<ul style="list-style-type: none"> • Assessment Learners will be given information two weeks before a supervised assessment period to carry out research. The supervised assessment period is a maximum of three hours in a single session as timetabled by Pearson. During the supervised assessment session, learners will be given a set task that will assess their ability to explain features of destinations and recommend their suitability to meet different customer needs. Learners will also be assessed on their ability to assess travel plans and justify how they meet customer needs. The task will assess learners’ ability to evaluate the appeal and popularity of destinations. Pearson sets and marks the task. The number of marks for the unit is 60.	

	<p>religious pilgrimage.</p> <ul style="list-style-type: none"> Leisure: relaxation – swimming, sunbathing; shopping, hobbies; sightseeing – tours, cruises, weddings and honeymoons. Nature: safaris, trekking, bird watching; ecotourism; conservation. Sports: water based – sailing, scuba diving, windsurfing, surfing, fishing; land based – cycling, walking, skiing; spectator sports – golf, tennis, cycling, rugby, football; major events – Olympics®, FIFA World Cup™, Grand Prix™, Six Nations®. Adventure: rock climbing, mountaineering, white water rafting, abseiling. Wellness: yoga, spiritual, detox, spas, retreats; health, fitness, lifestyle, mind and body. Business: meetings, incentives, conferences and events (MICE). <ul style="list-style-type: none"> Education: research, study visits, exchange. <p>B Potential advantages and disadvantages of travel options to access global destinations</p> <p>Global destinations have become more accessible via a network of different transport routes and providers. There is now a wide range of travel and transport options available and each has their own advantages and disadvantages depending on a variety of factors, including customer needs.</p> <p>B1 Different types of gateways and transport hubs and their facilities</p> <ul style="list-style-type: none"> Major and emerging international gateways and their facilities: <ul style="list-style-type: none"> air – airports and airport codes train terminals – termini for international connections sea ports – ferry ports, cruise ports. Transport hubs: <ul style="list-style-type: none"> integrated transport systems and services. <p>B2 Potential advantages and disadvantages of travel routes and transport providers</p> <ul style="list-style-type: none"> Modes of transport, potential advantages and disadvantages – air, road, rail, sea. Travel routes – departure and arrival gateways, travel times, connections and transfers. Transport providers, potential advantages and disadvantages: <ul style="list-style-type: none"> air carriers – national flag carriers, scheduled, chartered, budget, luxury, private jet ferry operators cruise companies – international, national, regional, local, ocean, river rail operators – scheduled, luxury, heritage, long distance overland travel providers – coach operators, bus companies, safari, expedition, local transport services, taxi. <p>C Travel planning, itineraries, costs and suitability matched to customer needs</p> <p>Travel planning involves researching travel routes, transport options and costs. This information is often presented as an itinerary or plan. Potential advantages and disadvantages can be matched for suitability for different types of customers.</p> <p>C1 Travel planning and the potential advantages and disadvantages of transport options</p> <ul style="list-style-type: none"> Sources of information for travel planning: maps, atlases, brochures, travel guides, websites, timetables, travel agents, visitor centres, tourist boards, government advice. Convenience: direct services, length of journey, total cost of journey, transfers, connections and transit, number of changes, waiting times, layovers, stopovers. Timings: 24-hour clock, adjustments for travel across time zones, direction of travel (east–west or west–east), Prime/Greenwich Meridian and International Date Line (IDL). Services and level of comfort: food, drink, entertainment, communications, choice of travel class, seating, legroom. Safety and security: reliability, safety record, previous incident measures, training, evacuation, baggage checks, transit, CCTV, security personnel. Risk assessments: identifying potential risk/danger, Foreign and Commonwealth Office (FCO) advice, preventing accident/injury, contingency plans. <p>C2 Understanding of travel itineraries</p> <ul style="list-style-type: none"> General information included in a travel itinerary: <ul style="list-style-type: none"> number in the party dates and duration of the trip total costs, cost breakdown, extras, supplements, currency requirements, insurance entry and visa requirements, health advice, vaccines, medications type of trip – one centre, two centre, guided tour, independent contact details of travel organiser/agent, emergency contact details. Outward travel details – departure date, time, travel to departure point, method of travel, duration of journey, transport provider(s). Transport from departure point: <ul style="list-style-type: none"> service booked, codes, terminals embarkation details, security, passport checks seating arrangements, catering, assistance travel time to destination gateway, adjustments across time zones, method of travel, duration, provider. Onward travel arrangements: <ul style="list-style-type: none"> duration, method of travel, provider(s) time of arrival at accommodation, location of accommodation, room and board arrangements activities – planned excursions, tours, day trips, optional extras, leisure time. Return travel details – departure date, time, travel to departure point, method of travel, 	<ul style="list-style-type: none"> Changing lifestyles – ‘back to basics’, outdoor lifestyles, nostalgia. Changing tastes – aspirations, celebrity influence, environmentally aware, digital downtime, healthier, new experiences, adventure, authenticity, volunteering. Changes to holiday patterns – increased demand for short breaks, medium breaks, holidays throughout the year. Increased concern over sustainability – welfare of host communities, damage to environments, exploitation and ethics. <p>D2 Motivating and enabling factors affecting the appeal of global destinations</p> <ul style="list-style-type: none"> Motivating factors – wanderlust and sunlust (Gray 1970), relaxation, escape, socialisation with friends, rest, prestige, purpose of travel – health, education, sport, culture, adventure, business, VFR. Enabling factors: <ul style="list-style-type: none"> having enough time and money, modern leisure paradox – money rich/time poor availability of travel – ease of travel/accessibility, communication and transport links availability of suitable product/holiday type influence of destination marketing consumer confidence. <p>E Factors affecting the popularity and appeal of destinations</p> <p>Some global destinations with similar features may be more popular than others due to a number of factors. Some of these factors can be controlled by the destination itself while others are not within its control.</p> <p>E1 Political factors</p> <ul style="list-style-type: none"> Legislation, tourism policy, target markets and promotion, visa requirements, permits, compatible travel arrangements, destination management. Safety and security: stability, war, civil unrest, threat of terrorist attack. <p>E2 Economic climate</p> <ul style="list-style-type: none"> Global recession, disposable incomes, exchange rates, currency fluctuations, cost of visiting. <p>E3 Accessibility and availability</p> <ul style="list-style-type: none"> Infrastructure: gateways, travel and transport, new routes, electricity, water and waste management. Availability of tourism facilities, amenities and attractions, holidays. <p>E4 Image and promotion</p> <ul style="list-style-type: none"> Publicity. TV, film, documentary, drama location and promotion. International events, conference, exhibitions, World Travel Market (WTM). <p>E5 Changing markets</p> <ul style="list-style-type: none"> New and emerging markets. Emerging tourist-generating regions. <p>E6 Natural disasters</p> <ul style="list-style-type: none"> Volcanic eruption. Earthquake. Tsunami. Landslide. Avalanche. <p>E7 Climate and its influence on travel</p> <ul style="list-style-type: none"> Global climate zones – Mediterranean, equatorial, temperate, arid, polar, snow. Influence on travel – seasonal variations; potential disruptions – monsoons, risk of flooding, snow and ice, bush fires, storms, hurricanes, typhoons and tornadoes. 		
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	duration of journey, transport provider.					
Unit 3 Principles of Marketing in T + T Students will...	Students will learn: 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 Students will... 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 B3 - Influences on Marketing Activity 		Students will.... 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 Students will.... 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 		<ul style="list-style-type: none"> Assignment schedule has key date 	
Language for Life (Key terms / Vocabulary)	So much, glossaries given and student encouraged to use synoptic approach across all the units	So much, glossaries given and student encouraged to use synoptic approach across all the units	So much, glossaries given and student encouraged to use synoptic approach across all the units	So much, glossaries given and student encouraged to use synoptic approach across all the units	So much, glossaries given and student encouraged to use synoptic approach across all the units and PLC	
Extended writing Opportunities	Practise questions	Practise questions	Practise questions	Practise questions	Practise questions	
Maths Across the Curriculum	Considering cost, trends, calculating times, currency conversion, survey data interpretation	Considering cost, trends, calculating times, currency conversion, survey data interpretation	Considering cost, trends, calculating times, currency conversion, survey data interpretation	Considering cost, trends, calculating times, currency conversion, survey data interpretation		
Links to careers / aspirations	Travel planner, tourism, airline / transport logistics	Travel planner, tourism, airline / transport logistics	Travel planner, tourism, airline / transport logistics	Travel planner, tourism, airline / transport logistics Degree options / further education options	Travel planner, tourism, airline / transport logistics Degree options / further education options	
Cultural Capital	News scrap book is kept by students to ensure recent and relevant examples in travel and tourism e.g. political instabilities, credit crunch, covid, geopolitics. Trip to Buckingham Palace	News scrap book is kept by students to ensure recent and relevant examples in travel and tourism e.g. political instabilities, credit crunch, covid, geopolitics. Various trip opportunities	News scrap book is kept by students to ensure recent and relevant examples in travel and tourism e.g. political instabilities, credit crunch, covid, geopolitics. Various trip opportunities	News scrap book is kept by students to ensure recent and relevant examples in travel and tourism e.g. political instabilities, credit crunch, covid, geopolitics. Various trip opportunities	Opportunity to reads travel books e.g Bill Bryson as exams complete	GC Shares online learning courses which can be done outside of school
Practical Application of Skills	News apps, flight trackers	News apps, flight trackers	News apps and learning journal	News apps and learning journal	News apps and learning journal	GC Shares online learning courses which can be done outside of school