Department – Year 12 BTEC Travel & Tourism

Shirley High Curriculum Map

Building on their existing Geographical foundation, pupils develop advanced, multi-disciplinary skills. Rather than focusing solely on traditional geography, pupils explore the interconnected realms of global economics, business management, cultural studies and consumer trends; examining how a massive international sector operates, impacts societies and drives sustainable practices.

	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 90 GLH · Mandatory · External Exam (1 h 30. 75 marks)		**Unit 2: Global Destinations** 120 GLH · Mandatory · External Exam (Set Task: Part A & B. 60 marks)		**External Assessments** January and May/June	**Year 13 content.** **Unit 3: Principles of Marketing in Travel and Tourism.** 90 GLH · Mandatory · Internal Exam · Synoptic ·2 Assignments
Extended Certificate 360 GLH (equivalent to 1 A-level)	A1-3: Types of travel and tourism. B1-4: The types of travel and tourism organisations, their roles and the products and services they offer to customers.	C1-4: The scale of the travel and tourism industry. D1-3: Factors affecting the travel and tourism industry. PPE Revision and exam preparation.	A1-3: Geographical awareness features and giving appeal. B1-2: Potential advantages and disadvantages of travel options. C1-4: Travel planning, itineraries, costs and suitability matched to customers' needs.	D1-2: Trends, motivating and enabling factors. E1-7: Factors affecting popularity and appeal. Revision and exam preparation	Unit 1 External Exam: January, 1h 30. 75 marks. Unit 2 External Exam: May/June Part A: Window March to April (6 monitored hours). Part B: 3h. 60 marks.	A1-4: Interrelationships between marketing and customer service in travel and tourism organisations.
Why Now?	Unit 1 is the introductory unit that 'links to all other units', so the vocabulary, sectors and customer types come first. Types of travel and customers start from pupils' own experience; ownership comes before the sectors so each organisation can be classified as it is met.	Scale and factors come once the sectors are known: the data in C and the responses in D3 are about the organisations met in B. The Autumn PPE shows gaps before Unit 2 starts. The Unit 1 external exam is January, so retrieval continues throughout.	Unit 2 applies Unit 1 to destinations: types of travel and customers (Unit 1 A2-A3) lead into types of tourism and customer needs (Unit 2 A3, C4); transport principals and hubs (Unit 1 B2) into gateways, routes and providers (Unit 2 B). Geography comes first because appeal, routes and itineraries all depend on location.	Itineraries and costings build on customer needs. Trends and factors come last because Unit 1 D (economic, social, safety, environmental, media) has already been taught and is now applied to destinations. Everything is taught by Easter: Pearson's Part A window opens late March.	Assessment half-term (Pearson Summer 2027). Part A booklet: given to learners two weeks before Part B, so monitored sessions fall in the weeks of April. Results come in August, and each unit can be resat up to twice in Year 13.	Unit 3 is the synoptic unit: its assessment must come after the teaching of the other mandatory units, and Units 1 and 2 are now complete. Starting it in Summer 2 gives Unit 3 about 20 teaching weeks before end of Autumn 2 of Year 13.
Fundamental Concepts	**Unit 1:** travel and tourism is a customer-focused industry of interdependent sectors. Pupils learn the types of tourism, travel and customer; how private, public and voluntary organisations differ in aims; the roles, products and services of the key sectors; how organisations work together (distribution channels, interdependencies, integration) and use technology; how the industry's scale is measured (UK ranking, employment, visitor numbers, GDP, multiplier, leakage); and how organisations respond to internal and external factors. Exam: **AO1** knowledge; **AO2** application to real scenarios; **AO3** analysis of data and trends; **AO4** evaluation of how data informs decisions; **AO5** connecting factors to how the industry responds.		**Unit 2:** a destination's popularity depends on where it is, what it offers, how easily and affordably it can be reached, and changing demand. Students build geographical awareness; explain the features, climate and stage of development (Butler's TALC) that give appeal; weigh gateways, routes and providers; plan, cost and evaluate itineraries against stated and unstated needs; and evaluate how trends, motivating and enabling factors, and political, economic, accessibility, image, market, natural-hazard and climate factors change popularity. Set task: **AO1** location, features and appeal; **AO2** application to types of tourism; **AO3** evaluating travel plans for specified customers; **AO4** evaluating factors and trends, synthesising evidence into recommendations.		Summer: Year 12 ends with both external assessments, then the synoptic Unit 3 begins: marketing and customer service working together to influence customer decisions and meet needs, through the marketing mix (4Ps).	
Pupils will…	A1 classify trips as domestic, inbound or outbound (tourism = at least one night away) A2 distinguish leisure travel, corporate travel (meetings, conferences, exhibitions, training, short-term contracts, incentives), specialist travel, VFR and day trips. A3 identify customer types and specific needs (language or culture; visual, hearing, mobility). B1 compare private, public and voluntary organisations: characteristics, aims, examples. B2 explain the components, role, products and services of transport principals, hubs and gateways, tour operators, travel agents, visitor attractions, accommodation, trade and regulatory bodies (ABTA, AITO, ANTOR, CAA/ATOL, IATA, DCMS, FCDO – 'FCO' in the specification) and information providers (UN Tourism, formerly UNWTO; national tourist boards; DMOs; TICs). B3 explain distribution channels, interrelationships v. interdependencies, horizontal and vertical integration, with advantages and disadvantages. B4 assess technology for communication, booking and promotion, and technology specific to each sector.	C1 explain the UK's importance as a global destination (ranking, arrivals, generating areas, receipts, balance of payments, GDP). C2 describe direct and indirect employment and job roles. C3 analyse visitor numbers by type, by other factors and over time. C4 explain GDP contribution, leakage, the multiplier effect, profit margins and commission; analyse spending. D1 evaluate product development and innovation since 1950 and media factors. D2 analyse economic, social and lifestyle, legislative, safety and security, and environmental and climatic factors. D3 evaluate organisations' responses (pricing, diversification, trade membership, surcharges, PR, crisis plans)	A1 use atlases and maps: hemispheres, continents, countries, regions; position; rivers, lakes, mountains; altitude; latitude, Equator, Tropics, poles. A2 explain appeal from natural and built attractions and facilities; read temperature, rainfall and sunshine charts; apply Butler's TALC. A3 match destinations to cultural, leisure, nature, sports, adventure, wellness, business (MICE) and educational tourism. B1 locate major and emerging gateways (airports and codes, rail termini, ferry and cruise ports) and integrated transport hubs. B2 weigh modes, routes and providers (flag, scheduled, charter, budget, luxury; ferry; cruise; rail; overland). C4 identify customer types, general and specific needs, and purpose of travel. C1 use information sources; judge convenience, comfort, safety and risk (FCDO advice); calculate times across time zones and the International Date Line. Practice Activity 1: article or report on a destination's appeal. C2 read and build itineraries (outward, onward and return travel; entry, visa and health requirements). C3 cost trips per person and per group with discounts,	D1 explain consumer trends; D2 motivating (wanderlust and sunlust, Gray 1970) and enabling factors. E1–E7 evaluate political factors, economic climate, accessibility and availability, image and promotion (publicity, film and TV, events, World Travel Market), changing markets, natural disasters, and climate zones and hazards. Practice Activity 3: report comparing two destinations' popularity	Unit 2 Part A: six monitored hours of research; notes no more than four sides of A4 (two for Activity 1, two for Activity 3) – bullet points, quotes and sources only Unit 2 Part B: one 3-hour supervised session, 60 marks (Activity 1 article or report; Activity 2 email; Activity 3 report in recent series). Revise Unit 1 A–D; timed extended answers (AO3–AO5): 'evaluate' needs a conclusion, 'assess' a judgement Unit 1 exam: morning session, published start 9.00 am, 1 h 30, 75 marks	A1 explain how marketing and customer service interrelate (attracting and retaining customers, feedback, service-quality gaps). A2 explain what influences customer decisions; stated and unstated needs; balancing satisfaction with commercial aims. A3 apply the 4Ps: product life cycle, USP, branding and positioning; pricing strategies and tactics; promotional mix; place and distribution. A4 explain positive and negative impacts of the marketing mix and customer service

			supplements and currency conversion. Practice Activity 2: email evaluating three itineraries against stated and unstated needs			
Language for Life (Key terms / Vocabulary)	Tourism, domestic, inbound, outbound, VFR, incentive travel, SME, PLC, voluntary sector, transport principal, gateway, hub, mass-market, niche, dynamic package, municipal, ATOL, DMO, distribution channel, interdependency, integration.	E-ticketing, CRS, GDS, GDP, balance of payments, receipts, leakage, multiplier effect, commission, profit margin, exchange rate, APD, e-safety, diversification, fuel surcharge, crisis management.	Hemisphere, latitude, altitude, topography, climate v. weather, TALC stages, ecotourism, dark tourism, MICE, airport code, flag carrier, scheduled, charter, integrated transport, time zone, International Date Line.	Itinerary, supplement, under-occupancy, unaccompanied minor, grey gapper, silver surfer, wanderlust, sunlust, modern leisure paradox, destination management, emerging market, generating region, monsoon, typhoon.	Command words – Unit 1: analyse, assess, calculate, complete, describe, discuss, evaluate, explain, give, identify, outline. Unit 2: article, email, report, travel plan, illustration, justification.	Marketing mix (4Ps), target market, segmentation, USP, product life cycle, positioning, penetration, premium and dynamic pricing, service-quality gap, stated and unstated needs.
Extended writing Opportunities	‘Explain’ and ‘discuss’ answers, e.g. ownership and aims; the pros and cons of integration.	‘Evaluate’ answers on factors and responses (a conclusion is required).	Practice Activity 1: article or report on a destination’s appeal.	Practice Activity 2 (email) and Activity 3 (report comparing two destinations).	Unit 2 Part B –three extended pieces in 3 hours; Unit 1 extended responses.	Explaining a real organisation’s marketing mix.
Maths Across the Curriculum	Comparing organisations by size and market share; reading tables of sector data.	Percentage change, share and rank in visitor and spending data; multiplier and leakage; commission and profit margins.	Climate graphs (means, ranges, seasonal patterns); latitude; elapsed time across time zones.	Group costings, % discounts, supplements and currency conversion; reading arrivals data.	‘Calculate’ questions; checking costings under time pressure.	Pricing calculations: penetration v. premium; peak and off-peak.
Links to careers / aspirations	Roles across the sectors: travel consultant, tour operator product roles, airport and airline operations, hotel management, ABTA and CAA roles.	Tourism statistics and research (VisitBritain, ONS); revenue management; crisis management.	Tour guide; cruise and airline operations; destination representative.	Itinerary designer, travel planner, destination management (DMOs), sustainability roles.	Degree and apprenticeship routes (tourism management, geography, business, aviation).	Marketing, digital marketing and customer service roles.
Cultural Capital	Visit to a travel agency, airport or rail terminal; guest speaker from a tour operator.	World Travel Market (London, November); a ‘Breaking News’ board of real events and industry responses.	World cultures, heritage and religious sites; travel documentaries.	Guest speaker: travel agent on itinerary planning; destination-recovery case studies.	Travel journalism as a model for articles and reports.	Analysing real marketing campaigns.
Practical Application of Skills	Researching real organisations’ websites; mapping how a travel group is integrated.	Handling ONS and VisitBritain data in spreadsheets; a timeline of innovations since 1950.	Atlas and blank-map work; interpreting climate graphs; route planning on airline and rail sites.	Building and costing real itineraries; news-based case studies of factors.	Timed research and note-making within the four-side rule.	Evaluating real organisations’ marketing mixes and customer service.