



# Travel and Tourism CURRICULUM MAP

## SKILLS

## CAREER PATHS

The travel industry, hospitality, customer relations, administration, business, promotion and media

A subject where you gain valuable employability skills. Learning the skills that employers want; to meet deadlines, present information accurately, research ideas, work independently or in a team and be able to communicate positively.

## FURTHER STUDY

Level 3 Vocational Qualifications, Geography, Business and Economics

**4B: Investigating the appeal of international destinations for visitor types**

- Features
- Types of visitor

**Unit 1 EXAM Jan**

**4C: To be able to plan international travel to meet the needs of visitors.**

- information sources, visitors, planning
- Itinerary

**4A: Know major international destinations**

- International destinations
- Major gateways
- Types of destinations

**Unit 4**



ASK: How does your itinerary meet your customers needs?

**3C: Understanding the importance of customer service**

- Impact of excellent and poor customer service
- Customer Service

**YEAR 11**

ASK: Why is customer service important to the T and T industry

**2C: Plan UK holidays to meet the needs of different visitors.**

- Sources of information
- Holiday Planning

**Unit 3**

**3A: Investigating Customer Service**

- What is customer service
- Different organisations in the T and T industry

**3B: Explore the expectations / needs of different Customer types.**

- Customer types
- Needs and response, different customer types / Expectations of customer types

**EXAMS**

**2B: Investigating the appeal of tourist destinations.**

- Appeal of UK destinations
- Types of visitors
- Increasing appeal

**YEAR 10**

**2A: UK Travel and Tourism destinations and gateways**

- UK travel and tourism categories
- UK gateway airports, seaports
- Examples of UK travel

**C1: The role of consumer technology**

- Technology in airports
- Attractions
- Mobile applications

**B:4 T and T Sector Inter-relationships**

- Ownership
- Types



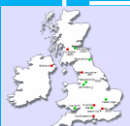
**Unit 2**

ASK: What is the difference between a travel agent and tour operator.

ASK: Why does the tourism industry need public, private & voluntary organisations.

**A: The importance of T and T to the UK economy.**

- Direct and Indirect
- Employment
- GDP
- Economic Multiplier Effect
- Infrastructure development



**B:1 Industries in the travel and tourism sector**

- Tour Operators
- Travel Agents
- Online Services
- Passenger Transport
- Accommodation
- Visitor Attractions
- Arts and Entertainment
- Tourism Promotion

**B:2 Key Organisations in the T and T sector**

- Trade and Professional Bodies
- Ancillary Organisations

**B:3 Types of Organisation in the T and T Sector**

- Private
- Public
- Voluntary



ASK? What is the role of Visit Britain?

**A: To understand the UK Travel and Tourism and its importance to the UK economy.**

- Types of Tourism
- Types of Travel
- Principles of Sustainable tourism



**YEAR 9**

Option BTEC T and T



**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**

The UK Travel and Tourism Sector – External Exam

UK Travel and Tourism Destinations - Coursework

The T and T Customer Experience - Coursework

International T and T Destination – Coursework