

BTEC TRAVEL AND TOURISM

YEAR 11

AUTUMN 1

Component 3 - Learning Aim A- Types Of Market Research.

Secondary research. Qualitative & quantitative research. Using research to identify customers and their needs. Informing product and service development. New and changing customer needs. Measuring customer satisfaction. Travel & tourism customer trends. Reasons for travel. Visitor numbers. Holiday types & methods of booking. Age group preferences, average costs & employment patterns. Holiday volumes by age groups, regional variations & impact on destinations. Dates, travel requirements & accessibility.

Prior Learning
Skills learnt from Business Studies lessons.
Completing previous surveys & questionnaires.
Visiting tourist attractions. Previous holidays / trips with parents / school.

AUTUMN 2

Component 3 - Learning Aim A & B - Customer Travel & Holiday Needs.

Accommodation types. Budget & purpose of travel. Responsible tourism & convenience of travel. Flexibility & practical assistance. Lifestyle choices that influence travel. Other customer considerations.

Prior Learning
Pervious holidays & trips within UK & abroad.
Geography lessons at KS3.

SPRING 1

Component 3 - Learning Aim A & B - Customer Travel & Holiday Needs.

Accommodation types. Budget & purpose of travel. Responsible tourism & convenience of travel. Flexibility & practical assistance. Lifestyle choices that influence travel. Other customer considerations.

Prior Learning
Pervious holidays & trips within UK & abroad.
Geography lessons at KS3.

SPRING 2

Coursework contingency time for:

Component 1 – Learning Aim A & B.

Coursework contingency time for:

Component 3 – Learning Aim A & B.

Prior Learning
Skills learnt from Enterprise & Marketing lessons, previous T&T lessons & past holidays & trips.

SUMMER 1

Exam Practice and Revision

Completion of past papers and developing question answering techniques in preparation for examination.

Exam

Second attempt at Component 2 exam.

Prior Learning
From the revision, lessons held previously & on learners own experience.

CAREERS LINKS

Market Researcher, jobs in the travel sector, sales & customer services, statistician. Hotelier, sommelier. customer service roles, conservation projects, charity work. Economic & legal roles. Hospitality management, legal roles, transportation & destination management roles, NGOs.

CHARACTER LINKS

Citizenship, community awareness and understanding of place (civic virtues) are harnessed across the year. Critical thinking and curiosity traits are encouraged and harnessed (intellectual virtues) when exploring issues of local, national, and global tourism.

KEY ASSESSMENT DATES

Continual assessment through coursework up to Easter of Year 11 then return to learning objective tests. A second attempt at the externally assessed unit takes place in May.