

What are the aims and intentions of this curriculum?

This A-level qualification provides learners with an introduction to the dynamic and diverse travel and tourism industry, focusing on its structure, key organisations, and the promotion of tourism products and services. You will explore how the industry operates in the UK and internationally, gaining valuable insights into the economic importance of travel and tourism and how it continues to grow as one of the fastest-growing job sectors worldwide.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	Unit 2: Global Destinations. Lesson A: Geographical Awareness of Locations and Features. Unit 11: Events, Exhibitions and Conferences.	• Unit 2A--Key Terms: Continent, Longitude, Latitude, Tropic of Cancer, Tropic of Capricorn • Knowledge: Learners will analyse how the locations of different countries create different destinations and features. • Unit 11-Key Terms: Stakeholder, Venue, Logistics, Sponsorship and Target Audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue selection, health and safety, budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	• Students will develop an understanding of Key Skills Developed: • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travellers. • Research: Using up-to-date and credible sources to investigate visitor trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence. • Synoptic Application: Linking content from Unit 1 (e.g. customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended answer questions.	Internal and external assessment.

Autumn 2	Unit 2: Global Destinations. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 11: Events, Exhibitions and Conferences.	• Unit 2A--Key Terms: Continent, Longitude, Latitude, Tropic of Cancer, Tropic of Capricorn • Knowledge: Learners will analyse how the locations of different countries create different destinations and features. • Unit 11-Key Terms: Stakeholder, Venue, Logistics, Sponsorship and Target Audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue selection, health and safety, budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	• Students will develop an understanding of Key Skills Developed: • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travellers. • Research: Using up-to-date and credible sources to investigate visitor trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence. • Synoptic Application: Linking content from Unit 1 (e.g. customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended answer questions.	Internal and external assessment.
Spring 1	Unit 2: Global Destinations. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 11: Events, Exhibitions and Conferences.	• Unit 2B--Key Terms: Gateway, Hub, IATA Code, Tourism Generator and Berth. • Knowledge: Learners will analyse the advantages and disadvantages of travel options to global destinations. • Unit 11-Key Terms: Stakeholder, Venue, Logistics, Sponsorship and Target Audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue selection, health and safety,	• Students will develop an understanding of Key Skills Developed: • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travellers. • Research: Using up-to-date and credible sources to investigate visitor trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence.	Internal and external assessment

		budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	• Synoptic Application: Linking content from Unit 1 (e.g. customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended answer questions.	
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Spring 2	Unit 2: Global Destinations. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 11: Principles of Marketing in Travel and Tourism	• Unit 2B--Key Terms: Gateway, Hub, IATA Code, Tourism Generator and Berth. • Knowledge: Learners will analyse the advantages and disadvantages of travel options to global destinations. • Unit 11-Key Terms: Stake holder, Venue, Logistics, Sponsorship and Target audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue selection, health and safety, budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	• Students will develop an understanding of Key Skills Developed: • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travelers. • Research: Using up-to-date and credible sources to investigate visitor trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence. • Synoptic Application: Linking content from Unit 1 (e.g. customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended answer questions.	January BTEC examinations
Summer 1	Unit 2: Global Destinations. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 11: Principles of Marketing in Travel	• Unit 2C--Key Terms: Maps, Atlases, Brochures, Contingency plan, Repatriate • Knowledge: Learners will examine travel planning, itineraries and costs matched to customer's needs. • Unit 11-Key Terms: Stake holder, Venue, Logistics, Sponsorship and Target audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue	• Students will develop an understanding of Key Skills Developed: • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travelers. • Research: Using up-to-date and credible sources to investigate visitor	Internal and external assessment.

	and Tourism	selection, health and safety, budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence. • Synoptic Application: Linking content from Unit 1 (e.g., customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended answer questions.	
Summer 2	Unit 2: Global Destinations. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 11: Principles of Marketing in Travel and Tourism Coursework Completion	• Unit 2D/E-Key Terms: Silver Surfers, Grey Gappers, Metropolitan Destinations, Piste, Rain shadow • Knowledge: Learners will evaluate customer trends, effects on popularity, appeal of destinations and factors affecting the changing popularity and appeal of destinations. • Unit 11-Key Terms: Stakeholder, Venue, Logistics, Sponsorship and Target Audience. • Knowledge: Understand the different types and purposes of events, exhibitions, and conferences. Know how events are planned, including venue selection, health and safety, budgeting, and legal requirements. Understand the roles of organisations and stakeholders involved in events. Understand the marketing techniques used to promote tourism events.	• Students will develop an understanding of <u>Key Skills Developed:</u> • Analytical Thinking: Comparing global destinations based on features, accessibility, and appeal to different types of travellers. • Research: Using up-to-date and credible sources to investigate visitor trends and evaluate destinations. • Decision-Making: Applying scenario-based tasks to justify travel planning choices using real-world evidence. • Synoptic Application: Linking content from Unit 1 (e.g., customer needs, travel patterns) to plan suitable itineraries. • Exam Technique: Developing structured responses to justify conclusions in 20-mark extended	Internal and external assessments. May Exams

			answer questions.	
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