

What are the aims and intentions of this curriculum?

This AS-Level qualification introduces learners to the travel and tourism industry, focusing on its structure and marketing practices. It includes one external exam and one coursework-based unit. The travel and tourism industry is extremely important to the UK economy. This course will help you understand the scope of the travel and tourism industry and its key components. The travel and tourism industry is also one of the fastest-growing job markets in the world, and it's a major force in the UK economy. From airlines to adventure parks, cruise lines to cultural tours - the career options are endless.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	Unit 1: The world of Travel and Tourism. Lesson A: Types of Travel and Tourism. Unit 3: Principles of Marketing in Travel and Tourism Lesson A: The role of marketing activities in the Travel and Tourism industries	Unit 1 A-Key Terms: Domestic, inbound, outbound; leisure, business, VFR. Knowledge: This unit provides learners with an overview of the travel and tourism industry, including the different sectors, key organisations, and the factors that influence global travel trends Unit 3A -Key Terms: Product, Price, Place, Promotion. Knowledge: Learners will explore the importance of marketing in travel and tourism, studying the marketing mix, promotional methods, and the development of marketing campaigns aimed at specific audiences	Unit 1: Students will develop an understanding of: - Research: Using accurate, relevant industry examples and case studies. - Comprehension: Understanding travel patterns, customer types, and the structure of the industry. - Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. - Unit 3: - Research: Gathering data on customer needs, competitors, and marketing strategies. - Analytical Writing: Planning and evaluating marketing campaigns with supporting data. - Campaign Planning: Developing creative and practical promotional materials.	Internal and external assessment.
Autumn 2	Unit 1: The world of Travel and Tourism.	Unit 1 B-Key Terms: Stock exchange, Dividend, Breaking Even, Shareholders. Knowledge: This unit provides learners with an overview of the travel and tourism	Students will develop an understanding of: - Research: Using accurate, relevant industry examples and case studies. - Comprehension: Understanding travel patterns, customer types, and the structure of the	Internal and external assessment.

	Lesson B: The Types of Travel and Tourism, roles and products and services they offer to customers. Unit 3: Principles of Marketing in Travel and Tourism Lesson B: Examining the impact that marketing activities have on the success of different travel and tourism organisations.	industry, including the different sectors, key organizations, and the factors that influence global travel trends • Unit 3 B-Key Terms: Market Leader, Market Share, Sustainable Tourism • Knowledge: Learners will explore the importance of marketing in travel and tourism, studying the marketing mix, promotional methods, and the development of marketing campaigns aimed at specific audiences.	industry. • Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. • Unit 3: • Research: Gathering data on customer needs, competitors, and marketing strategies. • Analytical Writing: Planning and evaluating marketing campaigns with supporting data. • Campaign Planning: Developing creative and practical promotional materials.	
Spring 1	Unit 1: The world of Travel and Tourism. Lesson C: The scale of the Travel and Tourism industry. Unit 3: Principles of Marketing in Travel and Tourism Lesson C: Market research to find a	• Unit 1 C-Key Terms: GDP, Tourism Receipts, Balance of Payments • Knowledge: Learners will explore the importance of travel and tourism to the British economy, contributing by providing jobs and income. • Unit 3 C -Key Terms: Primary Research, Secondary Research, Bias • Knowledge: Learners will carry out market research to find a new travel and tourism product or service.	Students will develop an understanding of: • Research: Using accurate, relevant industry examples and case studies. • Comprehension: Understanding travel patterns, customer types, and the structure of the industry. • Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. Unit 3: • Research: Gathering data on customer needs, competitors, and marketing strategies. • Analytical Writing: Planning and evaluating marketing campaigns with supporting data. • Campaign Planning: Developing creative and practical promotional materials.	Internal and external assessment (January BTEC Exams)

	new travel and Tourism product or service.			
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Spring 2	Unit 1: The world of Travel and Tourism. Lesson C: The scale of the Travel and Tourism industry. (Continued) Unit 3: Principles of Marketing in Travel and Tourism Lesson C: Market research to find a new travel and Tourism product or service. (Continued)	• Unit 1 C-Key Terms: GDP, Tourism Receipts, Balance of Payments • Knowledge: Learners will explore the importance of travel and tourism to the British economy, contributing by providing jobs and income. • Unit 3 C -Key Terms: Primary Research, Secondary Research, Bias Knowledge: Learners will carry out market research to find a new travel and tourism product or service	Students will develop an understanding of: • Research: Using accurate, relevant industry examples and case studies. • Comprehension: Understanding travel patterns, customer types, and the structure of the industry. • Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. Unit 3: • Research: Gathering data on customer needs, competitors, and marketing strategies. • Analytical Writing: Planning and evaluating marketing campaigns with supporting data. • Campaign Planning: Developing creative and practical promotional materials.	This unit is assessed by an exam.
Summer 1	Unit 1: The world of Travel and Tourism. Lesson D: Types of Travel and Tourism. Unit 3: Principles of Marketing in Travel and Tourism	• Unit 1 D-Key Terms: GDP, Tourism Receipts, Balance of Payments • Knowledge: Learners will explore the importance of travel and tourism to the British economy, contributing by providing jobs and income. • Unit 3 D-Key Terms: Primary Research, Secondary Research, Bias Knowledge: Learners will carry out market research to find a new travel and tourism product or service	Students will develop an understanding of: • - Research: Using accurate, relevant industry examples and case studies. • - Comprehension: Understanding travel patterns, customer types, and the structure of the industry. • - Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. • Unit 3: • - Research: Gathering data on customer needs, competitors, and marketing strategies.	This unit is assessed by an exam.

	Lesson D: Producing a promotional Campaign for a new travel and tourism industry.		- Analytical Writing: Planning and evaluating marketing campaigns with supporting data. - Campaign Planning: Developing creative and practical promotional materials.	
Summer 2	Unit 1: The world of Travel and Tourism. Exam Preparation Unit 3: Principles of Marketing in Travel and Tourism Coursework Completion	• Unit 1 D-Key Terms: Board, Differentiation and Public Relations. • Knowledge: Learners will analyse how the travel and tourism industry has changed drastically and how it continues to change today. • Unit 3 D-Key Terms: Key Performance Indicators, Metrics Knowledge: Learners will produce a promotional campaign for a new travel and tourism product,	• Students will develop an understanding of: • Unit 1: • Key Skills Developed: • - Research: Using accurate, relevant industry examples and case studies. • - Comprehension: Understanding travel patterns, customer types, and the structure of the industry. • - Exam Technique: Responding to command words, structuring extended responses, and using real-world evidence. • Unit 3: • - Research: Gathering data on customer needs, competitors, and marketing strategies. • - Analytical Writing: Planning and evaluating marketing campaigns with supporting data. • - Campaign Planning: Developing creative and practical promotional materials.	External Examination External Exam-May Coursework Submission-May

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