

## What are the aims and intentions of this curriculum?

The Travel and Tourism curriculum provides an engaging and stimulating introduction to the world of travel and tourism, giving students the opportunity to develop knowledge and technical skills in a practical learning environment. Students will explore some of the key areas within the sector, including accommodation, tourism development and promotion, transport and visitor attractions. Students will investigate the importance of the travel and tourism sector to the UK, and investigate different types of customer and UK destinations. Students will also have the opportunity to study international travel and tourism and will develop key skills such as research, report drafting and writing skills and project management.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<b>Unit 5: Factors Affecting Worldwide Travel and Tourism</b>	Climatic conditions affecting the appeal of travel and tourism. Learners will understand how different climatic conditions and seasonal variations can affect the appeal of European and worldwide travel destinations, including potential effects on travel to destinations.	Investigate how climate, and worldwide time, can affect the appeal of worldwide destinations.	Internally assessed unit
Autumn 2	<b>Unit 5: Factors Affecting Worldwide Travel and Tourism</b>	The effect of worldwide time. Learners will know the different time zones and will be able to accurately calculate worldwide time differences. They will also understand how time zones can affect visitors' health.	Understand influential factors on worldwide travel and tourism destinations.	Internally assessed unit
Spring 1	<b>Unit 5: Factors Affecting Worldwide Travel and Tourism</b>	<ul style="list-style-type: none"> <li>• How entry/exit requirements affect different destinations.</li> <li>• How health issues affect travel and tourism.</li> <li>• Emergency situations that affect travel and tourism.</li> </ul>	Understand influential factors on worldwide travel and tourism destinations.	Internally assessed unit
Spring 2	<b>Unit 3: The Travel and Tourism Customer Experience</b>	<ul style="list-style-type: none"> <li>• Travel and tourism customer service.</li> <li>• Customer types and needs of different types of customers.</li> <li>• Responding to customer needs.</li> <li>• Exploring expectations of different types of customer in the travel and tourism sector.</li> </ul>	Investigate travel and tourism customer service.  Explore the needs and expectations of different types of customer in the travel and tourism sector.	Internally assessed unit
Summer 1	<b>Unit 3: The Travel and Tourism Customer Experience</b>	<ul style="list-style-type: none"> <li>• Customer service skills and techniques</li> <li>• Impact of excellent and poor customer service on travel and tourism organisations</li> </ul>	Understand the importance of customer service to travel and tourism organisations.	Internally assessed unit