




Year 12 Curriculum – BTEC National Certificate in Travel and Tourism (KDU)

						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Unit 1 – Investigating the travel and tourism sector	Unit 1-Continued Investigating the travel and tourism sector	Unit 1-Continued Investigating the travel and tourism sector	Unit 3- The UK as a Destination	Unit 3-Continued The UK as a Destination	Unit 8- Long Haul Destinations
Key Tasks	<p>Task 1 Know the travel and tourism component industries and their organisations</p> <p>Types of tourism Travel and tourism component industries Travel & tourism organisations</p> <p>Task 2 Understand the role of travel and tourism organisations & their interrelationships.</p>	<p>Task 3 Key developments from the 1960s to the present day</p> <p>Task 4 Present day travel and tourism sector</p>	<p>Task 5 Understand how trends and factors are currently affecting the travel and tourism sector.</p>	<p>Task 1 Be able to locate UK gateways, tourist destinations and geographical features</p> <p>Gateways: UK airports Passenger seaports Channel Tunnel</p> <p>Tourist destinations: Capital cities Coastal resorts Cultural/historical towns & cities Countryside areas</p>	<p>Task 2 Know the needs of inbound & domestic visitors to UK tourist destinations.</p>	<p>Task 1 Be able to locate major long-haul destinations of the world</p> <p>Definition of long haul Destination type Destination range</p>
Assessment	P1, P2, P3, M1,D1	P4,M2	P5,M3,D2	P1	P2,P3,M1,D1	P1


Year 12 Curriculum – BTEC National Certificate in Travel and Tourism (SNE)

						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus				Unit 3- The UK as a Destination	Unit 3-Continued The UK as a Destination	Unit 7- European Destinations
Key Tasks	<p>Task 1 Know the different types of organisations operating in the travel and tourism business environment</p> <p>-Travel and tourism business environments -Types of organisations</p> <p>Task 2 Know the characteristics of different types of travel & tourism organisations</p>	<p>Task 3 Understand how travel and tourism organisations gain competitive advantage to achieve business aims</p> <p>Aims Gaining competitive advantage Methods & opportunities</p>	<p>Task 4 Be able to produce a business case for a travel and tourism enterprise within financial constraints</p> <p>Business case Financial constraints Enterprise Feasibility</p>	<p>Task 1 Know the features and facilities that attract visitors to UK destinations.</p> <p>UK destinations Location Natural features Built attractions Facilities Other features Visitors</p>	<p>Task 2 Understand how the UK inbound and domestic tourism is affected by internal and external factors</p> <p>Be able to use reference sources to provide information on the UK as a destination</p>	<p>Task 1 Be able to locate gateways and leisure destinations within the European travel market</p> <p>European travel market European countries EU countries Eurozone countries Schengen countries Gateways Leisure destinations Winter sports resorts countryside areas cities cruise areas</p>
Assessment	P1, P2, P3, M1,D1	P3,M1,D1	P4,M2,D2	P4, M2,D2	P5	P1

Year 13 Curriculum – BTEC National Subsidiary Diploma in Travel and Tourism (SNE)

						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Unit 7- European Destinations	Unit 7- European Destinations	Unit 7- European Destinations	Unit 4- Customer Service in Travel & Tourism	Unit 4- Customer Service in Travel & Tourism	
Key Tasks	<p>Task 2 Know types of holidays available in Europe to meet differing visitor motivations</p> <p>Destinations Holiday type Visitor motivation (from the UK)</p>	<p>Task 3 Know factors and features determining the appeal of leisure destinations in the European travel market for UK visitors</p> <p>Leisure destinations Accessibility Climate Attractions Cultural Economic Types of visitors (from the UK)</p>	<p>Task 4 Understand how factors affect the development and decline of the European travel market</p> <p>Factors Development & decline Butler's Product Life Cycle</p>	<p>Task 1 Understand the importance of providing excellent customer service in travel and tourism organisations</p> <p>Customer service meeting & exceeding customer expectations Importance to the organisation Importance to the customer Importance to the employee</p>	<p>Task 2 Know how travel and tourism organisations adapt customer service to meet the individual needs of customers</p> <p>Different types of customer Individual needs</p>	
Assessment	P2,M1	P3,M2,D1	P4,M3,D2	P1,P2,M1,D1	P3	

Year 13 Curriculum – BTEC National Subsidiary Diploma in Travel and Tourism (KDU)

						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Focus	Unit 8- Long Haul Destinations	Unit 8- Long Haul Destinations	Unit 8- Long Haul Destinations	Unit 4- Customer Service in Travel & Tourism	Unit 4- Customer Service in Travel & Tourism	
Key Tasks	<p>Task 2 Know the types of holidays offered within long-haul destinations that meet different visitor motivations</p> <p>Destinations Holiday type</p> <p>Task 3 Understand how factors can affect travel to long-haul destinations Travel factors</p> <p>Effect on travel for UK visitors</p>	<p>Task 4 Know the features and facilities that contribute to the appeal of long-haul destinations for different types of visitors</p> <p>Accessibility Attractions Destination facilities accommodation Climate Types of visitors (from the UK)</p>	<p>Task 5 Be able to plan a long-haul tour</p> <p>Travel Accommodation Visitor profile Itinerary content</p>	<p>Task 1 Know how travel and tourism organisations adapt customer service to meet the individual needs of customers</p> <p>Different types of customer Individual needs</p>	<p>Task 2 Know the customer service skills required to meet customer needs in travel and tourism contexts</p> <p>Communication skills Presentation Teamwork Business skills Complaint handling Selling skills</p> <p>Task 3 Be able to apply customer service and selling skills in travel and tourism situations</p> <p>Customer service Situations</p>	
Assessment	P2,P3,M1,D1	P4,M2,D2	P5,M3	P4,M2	P5,M3,D2	