




# YEAR 12 CURRICULUM – BTEC National Certificate in Travel and Tourism (KDU)

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


# YEAR 12 CURRICULUM – BTEC National Certificate in Travel and Tourism (SNE)

 <span style="float: right;"><b>Holly Lodge High School</b> College of Science</span>						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>				<b>Unit 3- The UK as a Destination</b>	<b>Unit 3-Continued The UK as a Destination</b>	<b>Unit 7- European Destinations</b>
<b>Key Tasks</b>	<p><b>Task 1</b> 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><b>Task 2</b> Know the characteristics of different types of travel &amp; tourism organisations</p>	<p><b>Task 3</b> Understand how travel and tourism organisations gain competitive advantage to achieve business aims</p> <p>Aims Gaining competitive advantage Methods &amp; opportunities</p>	<p><b>Task 4</b> 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><b>Task 1</b> 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><b>Task 2</b> 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><b>Task 1</b> 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>
<b>Assessment</b>	<b>P1, P2, P3, M1,D1</b>	<b>P3,M1,D1</b>	<b>P4,M2,D2</b>	<b>P4, M2,D2</b>	<b>P5</b>	<b>P1</b>

# YEAR 13 CURRICULUM – BTEC National Subsidiary Diploma in Travel and Tourism (SNE)

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

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Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>	<b>Unit 8- Long Haul Destinations</b>	<b>Unit 8- Long Haul Destinations</b>	<b>Unit 8- Long Haul Destinations</b>	<b>Unit 4- Customer Service in Travel &amp; Tourism</b>	<b>Unit 4- Customer Service in Travel &amp; Tourism</b>	
<b>Key Tasks</b>	<p><b>Task 2</b> Know the types of holidays offered within long-haul destinations that meet different visitor motivations</p> <p>Destinations Holiday type</p> <p><b>Task 3</b> Understand how factors can affect travel to long-haul destinations Travel factors</p> <p>Effect on travel for UK visitors</p>	<p><b>Task 4</b> 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><b>Task 5</b> Be able to plan a long-haul tour</p> <p>Travel Accommodation Visitor profile Itinerary content</p>	<p><b>Task 1</b> 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><b>Task 2</b> 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><b>Task 3</b> Be able to apply customer service and selling skills in travel and tourism situations</p> <p>Customer service Situations</p>	
<b>Assessment</b>	<b>P2,P3,M1,D1</b>	<b>P4,M2,D2</b>	<b>P5,M3</b>	<b>P4,M2</b>	<b>P5,M3,D2</b>	