

Travel and Tourism

At KS4 in Travel and Tourism we follow the BTEC Level 2 programme. This vocational qualification gives the pupils a flavour of working within the tourist industry whilst understanding the importance of tourism to the UK economy.



Within the UK Travel and Tourism Sector unit students will gain an understanding of the UK travel and tourism sector and its importance to the UK economy. Learners will gain an understanding of the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships and understand the role of consumer technology in the travel and tourism sector.

Within the UK Travel and Tourism Destinations unit students explore the wonderful country that we live in. Students are able to identify the UK's major travel and tourism destinations and gateways. They will investigate the appeal of travel and tourism destinations for different types of visitor and use their creativity to plan UK holidays to meet the needs of different visitors.

In the Travel and Tourism Customer Experience unit students will look at the definition of customer service and what the main aims of customer service are; this may differ depending on the size and type of the travel and tourism organization. Students will consider the importance of customer service to travel and tourism organisations and understand the impacts of getting customer service right or, in some cases, wrong.

Within the International Travel and Tourism Destinations unit students will explore our amazing world, identifying major international tourism destinations and gateways. They will investigate why these places attract so many visitors and be able to plan international holidays which meet the needs of different customer types.

Our Learning Journey shows how our topics build upon each other and our students experience a wide variety of themes in order to broaden their learning experience:



Our curriculum at KS4 is as follows:

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| Year 10 |
| Unit 2 – UK Travel and Tourism Destinations. Unit 4 – International Travel and Tourism Destinations |
| Year 11 |
| Unit 1 – The UK Travel and Tourism Sector Unit 3 – Travel and Tourism Customer Experiences |

Learning through Experience in Travel and Tourism

- Role playing different customer service experiences
- Visit to Blackpool as a destination case study
- Visit to the Lake District with a workshop with the Tourist Information Centre
- Visit to Cadbury's World to study their customer service provision

