



BTEC Travel & Tourism Learning Journey

CAREER PATHS

The travel industry, hospitality, customer relations, administration, business, promotion and media

SKILLS

A subject where you gain valuable employability skills. Learning the skills that employers want; to meet deadlines, present information accurately, research ideas, work independently or in a team and be able to communicate positively.

FURTHER STUDY

Level 3 Vocational Qualifications, Geography, Business and Economics

4B: Investigating the appeal of international destinations for visitor types

- Features
- Types of visitor

4C: To be able to plan international travel to meet the needs of visitors.

- information sources, visitors, planning
- Itinerary

ASK: How does your itinerary meet your customers needs?

Unit 1 EXAM Jan

4A: Know major international destinations

- International destinations
- Major gateways
- Types of destinations

3C: Understanding the importance of customer service

- Impact of excellent and poor customer service
- Customer Service

YEAR 11

ASK: Why is customer service important to the T and T industry

2C: Plan UK holidays to meet the needs of different visitors.

- Sources of information
- Holiday Planning

3A: Investigating Customer Service

- What is customer service
- Different organisations in the T and T industry

3B: Explore the expectations / needs of different Customer types.

- Customer types
- Needs and response, different customer types / Expectations of customer types

ASK: How do Hotels meet tourist needs.

2B: Investigating the appeal of tourist destinations.

- Appeal of UK destinations
- Types of visitors
- Increasing appeal

Unit 3

2A: UK Travel and Tourism destinations and gateways

- UK travel and tourism categories
- UK gateway airports, seaports
- Examples of UK travel

C1: The role of consumer technology

- Technology in airports
- Attractions
- Mobile applications

B:4 T and T Sector Inter-relationships

- Ownership
- Types

YEAR 10

Unit 2

ASK: What is the difference between a travel agent and tour operator.

ASK: Why does the tourism industry need public, private & voluntary organisations.

B:3 Types of Organisation in the T and T Sector

- Private
- Public
- Voluntary

ASK: How does UK Tourism affect GDP?

A: The importance of T and T to the UK economy.

- Direct and Indirect Employment
- GDP
- Economic Multiplier Effect
- Infrastructure development

B:1 Industries in the travel and tourism sector

- Tour Operators
- Travel Agents
- Online Services
- Passenger Transport
- Accommodation
- Visitor Attractions
- Arts and Entertainment
- Tourism Promotion

B:2 Key Organisations in the T and T sector

- Trade and Professional Bodies Ancillary Organisations

ASK: What is the role of Visit Britain?

A: To understand the UK Travel and Tourism and its importance to the UK economy.

- Types of Tourism
- Types of Travel
- Principles of Sustainable tourism

YEAR 9

Option BTEC T and T

Unit 1

The UK Travel and Tourism Sector – External Exam

Unit 2

UK Travel and Tourism Destinations - Coursework

Unit 3

The T and T Customer Experience - Coursework

Unit 4

International T and T Destination – Coursework

