



# YEAR 10 - TRAVEL AND TOURISM

## BASELINE ASSESSMENT



### The BTEC Tech Award (2022 Spec)

Your first year is all about understanding who runs the travel industry and where people actually go.

Autumn & Spring: Component 1 – Travel and Tourism Organisations and Destinations

In this component, you look under the bonnet of the travel industry to see how it works. You will study this largely through internal coursework.

## WHO IS WHO?



### Exploring Companies:

Who is who? You will investigate the different types of companies, such as tour operators (who build the holidays), travel agents (who sell them), accommodation providers, and transport operators (road, rail, air, sea) and begin to establish a strong understanding of the different elements of the travel and tourism industry in its different parts.

## HOW DO THEY SURVIVE?



### Private, Public or Voluntary business models.

In this topic we will look at how businesses exist and how businesses survive in the highly competitive travel and tourism industry. We examine the reasons why businesses exist and answer the questions: Is it to make a massive profit (Private), to help the community (Public), or to support a cause (Voluntary)?

## TECH SAVVY



### The role of Technology in Industry.

Tech Savvy: You will explore how technology - like apps, e-tickets, and even Virtual Reality has changed how we book trips and experience holidays. You will explore the way the industry responds to the use of technology and how they are able to harness the power of technology to change the way customers travel.

## DESTINATIONS



### Geographical Knowledge & Destinations:

You need to know your geography.  
You will look at different types of UK destinations, such as coastal resorts, countryside areas, and city breaks, and understand what features attract visitors to them

## CUSTOMER NEEDS



Market Research: You will learn how companies use surveys and data to spot trends (like eco-tourism or staycations) and figure out what customers want. Meeting Needs: You will start looking at how to match holidays to specific people—for example, a family needs different things (kids' clubs, safety) compared to a business traveller (fast WiFi, conference rooms)



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## TRAVEL PLANNING



Travel Planning: This is the core task. You will likely be given a specific customer profile and asked to plan a trip for them. You will need to select the transport, accommodation, and activities that fit their budget and needs.

- Assessment: You will complete another Pearson Set Assignment (PSA). This involves creating a travel plan, breaking down the costs, and writing an email or document explaining your choices to the "customer".

## GLOBAL INFLUENCE



Global Influences: You will study the big factors that change tourism, such as:

- Economic: How exchange rates and recessions change where people can afford to go.
- Political: How passports, visas, and taxes affect travel.

## IMPACTS OF TOURISM



Impacts of Tourism: You will look at the footprint tourists leave behind.

- The Good: Creating jobs and bringing money to an area.
- The Bad: damaging the environment (pollution) or upsetting local communities (loss of culture)

## THE FUTURE



Sustainability: You will learn how destinations try to be "Sustainable"—keeping tourism going without destroying the planet or local life.

## DESTINATION MANAGEMENT



Destination Management: You will study how places go from being "new and undiscovered" (Emerging) to "busy and popular" (Mature), and how governments manage that growth.

## ASSESSMENT COMPONENTS



- Component 1: Coursework (Internal) – 30% of your grade.
- Component 2: Coursework (Internal) – 30% of your grade.
- Component 3: Written Exam (External) – 40% of your grade