

## KS4 Curriculum

### **CURRICULUM INTENT? What does Travel and Tourism help young people achieve at KS4? Why have you made these curriculum choices?**

This qualification provides an engaging and stimulating introduction to the world of travel and tourism providing the opportunity to develop knowledge and technical skills in a practical learning environment. The curriculum explores some of the key areas within the sector, including accommodation, tourism development and promotion, transport and visitor attractions. It will investigate the importance of the travel and tourism sector to the UK and investigate different types of customer and UK destinations as well as international travel and tourism. The course will develop key skills, such as research, report drafting and writing skills and project management. There are three mandatory units, covering the underpinning knowledge and practical skills required to work in the industry:

- UK travel and tourism sector (Unit 1)
- UK travel and tourism destinations (Unit 2)
- The travel and tourism customer experience (Unit 3)

The optional units studied are:

- Unit 4 – International Travel and Tourism (optional unit)

### **TERM BY TERM BREAKDOWN – Knowledge acquired and skills developed:**

	<b>Year 10 Course Outline</b>	<b>Year 11 Course Outline</b>	<b>Opportunities beyond the classroom</b>
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Autumn Term</p>	<p><i>Knowledge:</i></p> <p>Unit 1 – The UK Travel and Tourism Sector</p> <p>LA A Understand the UK Travel and Tourism Industry and its importance to the UK economy.          LA B Explore the key organisations within the industry          LA C Understand the role technology is having on the industry</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> <li>• Interpreting and analysing data tables</li> <li>• Exam preparation skills</li> <li>• Forming long answer questions and reaching conclusions. Evaluating.</li> </ul>	<p><i>Knowledge:</i></p> <p>Unit 4 – International Travel and Tourism          Autumn Term (optional unit)</p> <p>LA A Where in the world people might visit for different interests giving specific example          LA B What’s the appeal? Areas of the world visited for a specific type of holiday. Why certain worldwide destinations appeal to certain different types</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> <li>• World map work</li> <li>• Flight timetables</li> <li>• Interpretation of holiday brochures</li> <li>• Extended writing</li> <li>• Data analysis</li> <li>• Research</li> <li>• Literacy based tasks</li> <li>• PowerPoint presentations</li> <li>• Bibliography</li> </ul>	
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<b>Spring Term</b>	<p><i>Knowledge:</i></p> <p>Unit 2 – UK Travel and Tourism destinations          LA A Important places in the TT industry in the UK          Where are the airports? Seasides? Historical places?          How to plan a journey by road, rail and air?</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> <li>• Map work (UK)</li> <li>• Reading timetables</li> <li>• Comparing Prices</li> <li>• Planning itineraries</li> <li>• Using road maps</li> <li>• Research</li> </ul>	<p><i>Knowledge:</i></p> <p>LA C - Plan holidays to different places for different visitors          Sources of information and holiday planning          Plan holidays worldwide to different places for different visitors</p> <p>Unit 3 – The Travel and Tourism Customer Experience          Customer service – what is it all about? LA A          The different parts of customer service. How the aims of different organisations vary and how the size and type of organisations in the TT industry differ.</p> <p><i>Key Skills: LAC</i></p> <ul style="list-style-type: none"> <li>• Map work (UK)</li> <li>• Reading timetables</li> <li>• Comparing Prices</li> <li>• Planning itineraries</li> <li>• Using road maps</li> <li>• Research</li> <li>• Looking up flights and interpretation of holiday brochures</li> </ul> <p><i>Key Skills: Unit 3</i></p> <ul style="list-style-type: none"> <li>• Site visit</li> <li>• Evaluating</li> <li>• Comparing and contrasting</li> <li>• Evaluate different travel and tourism destination and how the aims help to carry out the role and functions effectively</li> </ul>	<p>Plan day trips for their family to go on.</p> <p>Plan the best way for them or their family to get to UK destinations by comparing road or rail.</p>
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<b>Summer Term</b>	<p><i>Knowledge:</i></p> <p>Unit 2 LA B – Appeal of UK Tourism destinations Explore/explain what makes places appeal to different people</p> <p>LA C - Plan holidays to different places for different visitors Sources of information and holiday planning Plan holidays to different places for different visitors</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> <li>• Extended writing</li> <li>• Research</li> <li>• Presentation of leaflets incorporating pros pictures and maps</li> </ul>	<p><i>Knowledge:</i></p> <p>Identify the needs of one internal and one external customer type. Who needs customer service anyway LA B Compare how TT organisations respond to external; customer needs to meet and exceed expectations</p> <p>LA C – Understand the importance of customer service to TT organisations Customer service – what is it all about? LA C1 This is about looking at the different customer care skills needed to perform various job roles within the TT industry LA C2 – The impact of excellent and poor customer service on TT industries This is assessing the impact including the effects of customer service on internal and external customers</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> <li>• Letter Writing</li> <li>• Compare</li> <li>• Evaluate</li> <li>• Site visit to Colchester zoo</li> <li>• Explain</li> </ul> <p><i>Key Skills</i></p> <ul style="list-style-type: none"> <li>• Comparing</li> <li>• Contrasting</li> <li>• Evaluating</li> </ul>	<p>Help with the planning of their family holiday.</p> <p>Visit to Colchester Zoo in year 11</p>
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<b>Key Independent Learning Resources</b>			<b>GREAT READS</b>
<p>Past exam papers for unit 1- <a href="https://www.qualifications.pearson.com">https://www.qualifications.pearson.com</a></p> <p>Common websites used:  <a href="https://www.theaa.com/route-planner/route">https://www.theaa.com/route-planner/route</a>  <a href="https://www.tui.co.uk/">https://www.tui.co.uk/</a>  <a href="https://www.nationalexpress.com/en">https://www.nationalexpress.com/en</a>  <a href="https://www.thetrainline.com/">https://www.thetrainline.com/</a>  Skyscanner  <a href="https://www.lastminute.com/">https://www.lastminute.com/</a>  <a href="https://uk.hotels.com/">https://uk.hotels.com/</a>  <a href="https://www.kayak.co.uk/">https://www.kayak.co.uk/</a>  <a href="https://www.visitbritain.com/gb/en">https://www.visitbritain.com/gb/en</a>  <a href="https://www.virginholidays.co.uk/">https://www.virginholidays.co.uk/</a></p> <p>Revision materials for unit 1</p> <p>Holidays brochures to research holiday destinations</p>			<p>Around the world in 80 days by Jules Verne</p> <p>Bill Bryson Down Under by Bill Bryson</p> <p>Full Circle by Michael Palin</p> <p>Pole to Pole by Michael Palin</p> <p>The Travel Book: A journey through every country in the world – a Lonely Planet book</p>