



Without
geography,
you're
nowhere.

Long Term Plan Y12 BTEC Travel and Tourism



ARCHBISHOP
SENTAMU
ACADEMY
CHURCH OF ENGLAND

Half term	Unit title	Key knowledge/ Content to learn and retain	Essential skills to acquire (subject & generic)	Link to subject intent and ethos 'Without geography, you're nowhere'	Anticipated misconceptions	Links to previous KS	Links to future KS	Opportunity for stretch for high prior attainers	SMSC & British Values	Cultural capital	Career link
1 and 2	Unit 1 : The World of Travel and Tourism 1.5 hour written exam - Jan. 90GLH	AO1: Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved Command words: complete, describe, give, identify, outline AO2: Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios Command words: analyse, assess, calculate, describe, discuss, evaluate, explain. AO3: Analyse	Key term definitions Categorising travel and tourism types. Analysis of interrelationships Making connections between different factors affecting the travel and tourism industry.	Locational knowledge -cultures and traditions , long vs global. A constantly changing world - constantly changing geography.	Differences between inbound, outbound and domestic tourism. Limited interrelationships	Subject not studied at KS3 or 4. However Geography students at KS3 and KS4 explore the role of tourism on development , the growth of tourism attractions in destinations and how this can contribute to economies.	Students can go on to study Travel and Tourism at Higher Education. This unit also links to units for retail management , business management and communications.	AO3 and AO4 - Analysis and evaluation.	Treating people with respect. Respecting diversity and cultural differences. Communicating in a professional/ respectful manner. Group work collaboration /contribution to projects.	Technological advances have enabled companies to expand their products and services and therefore their customer service platforms. Respecting diversity - Disabilities, languages and culture.	Customer service business roles within industries. Business management . Communications.

		<p>information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers</p> <p>Command words: analyse, assess, discuss, evaluate.</p> <p>AO4: Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers</p> <p>Command words: analyse, assess, discuss, evaluate</p> <p>Marks: ranges from 6 to 12 marks</p> <p>AO5: Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers</p> <p>Command words: analyse, assess, discuss, evaluate.</p>									
3 and 4	Unit 3 - Principles of marketing	AOA: Explore the role of marketing activities in influencing	Understanding and application of the principles	Encouraging awe and wonder of the world's	Marketing is just making an advert.	Subject not studied at KS3 or 4. However	Students can go on to study Travel and Tourism	All tasks/assignments allow students the	Treating people with respect.	Technological advances have enabled	Customer service business roles within

	<p>in Travel and Tourism</p> <p>Internally assessed unit.</p> <p>90GLH</p>	<p>consumer decisions and meeting customer needs in travel and tourism.</p> <p>AOB: Examine the impact that marketing activities have on the success of different travel and tourism organisations.</p> <p>AOC: Carry out market research in order to identify a new travel and tourism product or service.</p> <p>AOD: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</p>	<p>of marketing and the marketing mix.</p> <p>Evaluation of interrelationships.</p> <p>Undertaking market research.</p> <p>Creation of marketing materials.</p>	<p>features to attract tourists.</p>		<p>Geography students at KS3 and KS4 explore the role of tourism on development, the growth of tourism attractions in destinations and how this can contribute to economies.</p>	<p>at Higher Education. This unit also links to units for retail management, business management and communications.</p>	<p>opportunity to achieve distinction level outcomes.</p>	<p>Respecting diversity and cultural differences.</p> <p>Communicating in a professional/respectful manner.</p> <p>Group work collaboration /contribution to projects.</p>	<p>companies to expand their products and services and therefore their customer service platforms.</p> <p>Respecting diversity - Disabilities, languages and culture</p>	<p>industries.</p> <p>Business management</p> <p>Communications.</p>
5 and 6	<p>Unit 1 : The World of Travel and Tourism</p> <p>1.5 hour written exam - Jan.</p> <p>90GLH</p> <p>Resit preparation</p>	<p>As detailed for half terms 1 and 2.</p>									