



Without  
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you're  
nowhere.

# Long Term Plan Y13 BTEC Travel and Tourism



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 Staff member A	Unit 4 - Customer service in Travel and Tourism	<p>AO1: Understanding the importance of providing excellent customer service in travel and tourism organisations.</p> <p>AO2: Know how travel and tourism organisations adapt customer service to meet the individual needs of customers.</p> <p>AO3: Know the customer</p>	<p>Customer service skills - Dealing with complaints, sales and product knowledge.</p> <p>Research skills - using appropriate websites and information sources.</p> <p>Referencing - referencing appropriately and accurately.</p>	<p>Locational knowledge</p> <p>Encouraging awe and wonder of geography through holiday products and locations.</p>	<p>Customer service just means being 'nice' to the customer.</p> <p>Customer service only happens face-to-face.</p>	<p>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.</p>	<p>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.</p>	<p>All tasks/assignments allow students the opportunity to achieve distinction level outcomes. For this unit role plays completed to a professional standard and thorough analysis of existing customer service strategies for travel and tourism related companies would allow students to</p>	<p>Treating people with respect.</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>Technological advances have enabled companies to expand their products and services and therefore their customer service platforms.</p> <p>Respecting diversity - Disabilities, languages and culture.</p>	<p>Customer service business roles within industries.</p> <p>Business management.</p> <p>Communications.</p>

		<p>service skills required to meet customer needs in travel and tourism contexts.</p> <p>AO4: Be able to apply customer service and selling skills in travel and tourism situations.</p>						achieve a distinction.			
1 and 2 Staff member B	Unit 7 - European destinations.	<p>AO1: Be able to locate gateways and leisure destinations within the European travel market.</p> <p>AO2: Know types of holidays available in Europe to meet differing visitor motivations.</p> <p>AO3: Know factors and features determining the appeal of leisure destinations in the</p>	<p>Mapping and location skills.</p> <p>Selecting and justifying choices of holidays for customers with differing needs and motivations.</p> <p>Analysis of the factors determining the appeal of different holiday destinations.</p> <p>Evaluation of the growth and decline of the European travel market and the factors which</p>	<p>Locational knowledge</p> <p>The cultures and traditions of Europe and European destinations.</p>	<p>Misconceptions surrounding the countries which are in Europe.</p>	<p>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.</p>	<p>Students can go on to study Travel and Tourism at Higher Education. Students can also gain employment/apprenticeships in travel agencies/holiday reps etc.</p>	<p>All tasks/assignments allow students the opportunity to achieve distinction level outcomes. For this unit distinction level tasks involve making fully justified recommendations of holiday destinations in relation to differing customer needs/motivations and how current and future factors are affecting the European</p>	<p>Respecting diversity and cultural differences.</p> <p>Awe and wonder.</p> <p>Communicating in a professional/respectful manner.</p> <p>Group work collaboration /contribution to projects.</p>	<p>Culture and traditions of different European destinations.</p> <p>Respecting historical and cultural attractions.</p>	<p>Travel agency/tour operator.</p> <p>Holiday planner/advisor.</p> <p>Holiday rep.</p>

		European travel market for UK visitors.  AO4: Understand how factors affect the development and decline of the European Travel market.	lead to this.					travel market.			
3 and 4 Staff member A and B	Unit 2 - The business of travel and tourism.	AO1: Know the different types of organisations operating in the travel and tourism business environment.  AO2: Know the characteristics of different types of travel and tourism organisations.  AO3: Understand how travel and tourism organisations gain competitive advantage to achieve business aims.	Financial calculation skills - Forecasting, costing.  Making detailed and appropriate decisions with clear justifications.  Analysis and comparison of different organisations and their business aims and structures.	Locational knowledge - planning for domestic tourism.	A business is just a 'business' - No different types/structures.  All businesses aim to make a profit.	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 would also enable students to study business management.	All tasks/assignments allow students the opportunity to achieve distinction level outcomes. For this unit distinction level tasks involve evaluating the structure of different travel and tourism organisations and how these affect the success of businesses and how they can gain competitive advantage., Students will also produce	Communicating in a professional/respectful manner.  Group work collaboration /contribution to projects.	Charities and conservation businesses in the Travel and tourism sector - National trust, British Heritage etc.	Business management

		AO4: be able to produce a business case for a travel and tourism enterprise within financial constraints.						a professional standard business case to achieve a distinction.			
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