

What is the intent statement for you subject? What does the discipline offer young people? What is the subject's purpose ? This should be a short, snappy statement.							
	<ul style="list-style-type: none"> The BTEC Level 3 National Extended Certificate in Travel and Tourism aims to provide a broad educational base for further training, education and employment within the Travel sector. Throughout the course students will develop an understanding for the industry and its part in the wider local and national economies. Considering the importance of tourism to the immediate local area, Travel and Tourism will facilitate students with international national and local contextual knowledge and broad range of practical skills vital for university or employment. 						
What are the core aims of the curriculum? What key knowledge do you want students to have at the end of their learning journey?							
Year 12	<p>Core Aims:</p> <p>The course aims to provide students with a comprehensive understanding of the travel and tourism industry, enabling them to develop the necessary knowledge, skills, and attitudes required for a successful career in this field. Through a combination of theoretical learning and practical experiences, the course aims to:</p> <p>Develop a solid foundation of knowledge: Equip students with a broad understanding of the key concepts, principles, and theories related to travel and tourism, including destination management, customer service, sustainability, marketing, and industry trends.</p> <p>Foster a global perspective: Encourage students to appreciate the cultural, social, and economic aspects of the travel and tourism industry on a local, national, and international level. Promote an understanding of diverse customer needs and expectations, as well as the importance of responsible tourism practices.</p> <p>Encourage critical thinking and research skills: Develop students' ability to analyse and evaluate travel and tourism-related issues, trends, and challenges. Nurture their research skills, enabling them to gather and interpret relevant data, and make informed decisions in a rapidly evolving industry.</p> <p>By achieving these aims, the Level 3 Travel and Tourism course aims to empower students to become competent and ethical professionals who contribute positively to the growth and sustainability of the travel and tourism sector.</p>						
	<table border="1" style="width: 100%;"> <tr style="background-color: #ADD8E6;"> <th style="width: 50%;">Key knowledge:</th> <th style="width: 50%;">Key skills:</th> </tr> <tr> <td> Students learn about the nature and scope of the travel and tourism industry, its size, structure, and key players. They explore different sectors within the industry, such as transportation, accommodation, attractions, and travel agencies. </td> <td> Students will gain a comprehensive understanding of the travel and tourism industry, including its structure, key sectors, trends, and challenges. This knowledge will help them comprehend the broader context in which travel and tourism operate. </td> </tr> <tr> <td> Students study the geography of different tourist destinations, including physical features, climate, culture, </td> <td> They will acquire skills in gathering relevant information, evaluating sources, interpreting data, and drawing </td> </tr> </table>	Key knowledge:	Key skills:	Students learn about the nature and scope of the travel and tourism industry, its size, structure, and key players. They explore different sectors within the industry, such as transportation, accommodation, attractions, and travel agencies.	Students will gain a comprehensive understanding of the travel and tourism industry, including its structure, key sectors, trends, and challenges. This knowledge will help them comprehend the broader context in which travel and tourism operate.	Students study the geography of different tourist destinations, including physical features, climate, culture,	They will acquire skills in gathering relevant information, evaluating sources, interpreting data, and drawing
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<p>history, and attractions. They learn how these factors influence the development and popularity of destinations.</p> <p>Students should gain knowledge about travel logistics, transportation options, and infrastructure related to travel destinations. This may include understanding different modes of transportation, such as air travel, trains, buses, and cruise ships, as well as studying airports, railway stations, and major transportation hubs.</p> <p>Students should learn how to plan and develop travel itineraries for individuals or groups visiting different destinations. This may include understanding the factors to consider when designing itineraries, such as transportation options, accommodation, activities, and time management.</p> <p>Students learn about the concept of sustainable tourism and its importance for the industry's long-term viability. They explore the principles of sustainable development, environmental conservation, and the social and economic impacts of tourism.</p> <p>Students should gain knowledge about safety and security considerations when traveling to different destinations. This may involve understanding travel advisories, emergency procedures, health precautions, and cultural sensitivities to ensure the well-being of travellers.</p> <p>Students are introduced to various career opportunities within the travel and tourism industry. They learn about different roles and responsibilities, required skills and qualifications, and potential career paths.</p>	<p>conclusions. These skills will help them make informed decisions and develop marketing strategies.</p> <p>Students will gain an understanding of cultural differences, learn to be respectful and sensitive to cultural norms, and develop cross-cultural communication skills. This awareness is crucial for providing inclusive and tailored experiences to travellers.</p> <p>Students will draw upon the knowledge gained across the year to be able to compare the appeal of contrasting destinations to different tourist types, to be able to critically evaluate the impact of tourist activity at a variety of natural, man-made, and purpose-built attractions, on both the attraction and the local area.</p> <p>Students will be able to use the knowledge gained to be able to consider the economic aspects of tourism to both the local, national, and global economies and evaluate the impact of new and emerging Political, Economic, Social, technological, and Environmental factors will impact on inbound and outbound tourism products</p>
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Year 13	Core aims:	
	<p>Students should be able to utilize the skills and knowledge gained from year 12 to further investigate the tourism industry. In year 13 Students will gain an appreciation for the unique domestic tourism produce that the UK has to offer and consider the UK's appeal as a tourist destination to a global audience. Students will also investigate the role and importance of marketing in Travel and tourism, in an industry that is focused on selling an intangible product, marketing is essential in generating interest as well as ensuring that the product meets and exceeds tourist needs and expectations.</p>	
	Key knowledge:	Key skills:
<p>Marketing and Promotion: Students explore the marketing strategies and techniques used in the travel and tourism industry. They learn about market segmentation, targeting, and positioning, as well as promotional methods like advertising, public relations, and online marketing.</p> <p>Students will be introduced to fundamental marketing concepts and principles and how they apply to the travel and tourism industry. This includes understanding the marketing mix (product, price, promotion, and place) and its adaptation to travel and tourism products and services.</p> <p>Students will learn about the importance of market research in the travel and tourism industry. They will explore various research methods and techniques used to gather information about customers, competitors, and market trends. Students will also learn how to analyse and interpret market research data.</p> <p>Students will understand the concept of target market and segmentation and how it is applied in the travel and tourism industry. They will learn how to identify and define target markets and how to segment them based on factors such as demographics, psychographics, and behaviour.</p> <p>Students will learn how to develop marketing plans and strategies specifically tailored to the travel and tourism industry. This includes setting marketing objectives, identifying marketing tactics, budgeting, and</p>		

	<p>evaluating the effectiveness of marketing efforts.</p> <p>Branding and Positioning: Students will explore the importance of branding and positioning in the travel and tourism industry. They will learn how to create and manage a brand identity, develop brand positioning strategies, and establish brand loyalty among customers.</p> <p>Students will gain knowledge about promotional strategies and communication channels used in the travel and tourism industry. This includes understanding advertising, public relations, sales promotion, and digital marketing techniques. Students will learn how to create effective marketing communication messages and campaigns.</p>	
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