CURRICULUM MAP – Year 10 BTEC Travel and Tourism

ST JAMES'
CATHOLIC HIGH SCHOOL

HT1:

Component 1 Travel and Tourism Organisations and Destinations

Learning Aim A
Investigate the aims of UK travel and tourism organisations

Cultural Capital
Considering different aims of tourist organisations

HT2:

Component 1 Travel and Tourism Organisations and Destinations

Learning Aim A
Completing the controlled assessment section of the course

Learning Aim B
Explore travel and tourism and tourist destinations

Cultural Capital
Completing a project to a specified brief and evaluating work against a set of criteria.

Assessment Point:

HT1 and HT2

HT 1 Assessment – prepare and start Component 1 Learning Aim A

HT 2 Assessment – complete Component 1 Learning Aim A and prepare Component 1 Learning Aim B

Key Concepts

Knowledge of attractions, tourist organisations, sustainability and promotion

HT3:

Component 1 Travel and Tourism Organisations and Destinations

Learning Aim B
Explore travel and tourism and tourist destinations

Completing the controlled assessment section of the course

Cultural Capital
Types of destination and holidays

HT4:

Component 3 Customer needs in travel and tourism

Learning Aim A
Investigate how organisations identify travel and tourism trends

Cultural Capital
Completing a project to a specified brief and evaluating work against a set of criteria.

Market research

Assessment Point:

HT3 and HT4

HT 3 Assessment – Complete Component 1 Learning Aim B

HT 4 Assessment – Prepare and start Component 3 Learning Aim A

Key Concepts

Understanding types of market research and use of primary and secondary data

HT5

Component 3 Customer needs in travel and tourism

Learning aim A
Investigate how organisations identify travel and tourism trends

Completing the controlled assessment section of the course

Learning Aim B
Explore how to meet the needs and preferences of travel and tourism customers

Cultural Capital
Understanding the difference between data and information and the different ways it can be presented. Considering the impact of market research

HT6:

Component 3 Customer needs in travel and tourism

Learning Aim B
Explore how to meet the needs and preferences of travel and tourism customers

Cultural Capital
Completing a project to a specified brief

EOY Assessment Point

HT5 and HT6

HT 5 Assessment – Complete Component 3 Learning Aim A and prepare Component 3 Learning Aim B

HT 6 Assessment – Complete Component 3 Learning Aim B

Key Concepts

Understanding of customer needs, market research, suitable destinations.

With God all things are possible Matthew 19:26