

# Unit 1 – The World of Travel and Tourism

To be taught from September to February half term

LESSON	LEARNING OBJECTIVES	VOCABULARY	HOMEWORK	COMPLETED
<b>L1 – Introduction to BTEC Travel and Tourism and Learning Aim A: A1/A2</b> Types of Travel and Tourism	LO1: To investigate the BTEC Travel and Tourism course LO2: To define the keyword: tourism LO3: To describe the different types of tourism and travel	Tourism / Domestic Tourism / Inbound Tourism / Outbound Tourism / Day Visitor / UNWTO / Incentive Travel		
<b>L2 – Learning Aim A: A3</b> Types of Travel and Tourism Customer	LO1: To recall the different types of travel and tourism LO2: To investigate the different types of travel and tourism customer LO3: To analyse the different factors that influence the type of travel and tourism customer	Tourism / Individuals and Couples / Families / Groups / Corporate Travellers / Customer with Specific Requirements		
<b>L3: Learning Aim A: A1/A2/A3</b> Travel Agent Vs Client	LO1: To consolidate our knowledge of Learning Aim A LO2: To research global holiday destinations LO3: To create a suitable holiday based on the requirements of a client profile	Tourism / Global Holiday Destinations / Travel Agent / Client / Travel Itinerary		
<b>L4: Learning Aim B: B1</b> The Key Sectors of the Travel and Tourism Industry	LO1: To identify the different key sectors in the travel and tourism industry LO2: To investigate the different types of organisations LO3: To analyse the factors associated with different types of tourism organisation	Sole Trader / Limited Liability / Bankrupt / Liable / Private Limited Company / Shareholders	Topic Reading with Questions to complete	
<b>L5: Learning Aim B: B2</b> Transport Principles	LO1: To identify the role of the key sector: transport principles LO2: To investigate the different components of transport principles LO3: To assess the products, services and facilities of transport principles	Transport Principles / Low-Cost Airlines / All-Inclusive / Cruiseline / Tangible / Intangible	Keyword Dissect	
<b>L6: Learning Aim B: B2</b> Transport Hubs	LO1: To identify the role of the key sector: transport hubs LO2: To investigate the different components of transport hubs LO3: To assess the products, services and facilities of transport hubs	Transport / Gateway / Hub		
<b>L7: Learning Aim B: B2</b> Tour Operators and Travel Agents	LO1: To identify the role of the key sector: tour operators and travel agents LO2: To investigate the different components of tour operators and travel agents LO3: To assess the products, services and facilities of tour operators and travel agents	Tour Operators / Travel Agents / Hotelier / Package Holiday / Mass-Markert / Niche Marker / Commission / Excursion		
<b>L8: Learning Aim B: B2</b> Visitor Attractions	LO1: To identify the role of the key sector: visitor attractions LO2: To investigate the different components of visitor attractions LO3: To assess the products, services and facilities of visitor attractions	Visitor Attractions / Natural Areas / Man-Made / Historical / Heritage / Sporting / Special Events	Topic Reading with Questions to complete	
<b>L9: Learning Aim B: B2</b> Accommodation	LO1: To identify the role of the key sector: accommodation LO2: To investigate the different components of accommodation LO3: To assess the products, services and facilities of accommodation	Accommodation / Catered / Self-Catered / Static / Yurt / Tepee	Keyword Dissect	

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<b>L10: Learning Aim B: B2</b> Trade Associations, Government Bodies and Regulatory Bodies	LO1: To identify the role of the key sector: trade associations, government bodies, regulatory bodies LO2: To investigate the different components of trade associations, government bodies, regulatory bodies LO3: To assess the products, services and facilities of trade associations, government bodies, regulatory bodies	Trade Associations / Government Bodies / Regulatory Bodies / ABTA / CAA / DCMS / FCO / Lobby		
<b>L11: Learning Aim B: B2</b> Information and Promotional Services	LO1: To identify the role of the key sector: information and promotional services LO2: To investigate the different components of information and promotional services LO3: To assess the products, services and facilities of information and promotional services	Information and Promotional Services / UNWTO / VisitBritain		
<b>L12: Learning Aim B: B3</b> Interrelationships Vs Interdependencies	LO1: To define the keywords: interrelationship and interdependency LO2: To investigate how distribution channels, vertical and horizontal integration operate LO3: To apply our knowledge of integration to case studies	Interrelationship / Interdependency / Distribution Channel / Vertical Integration / Horizontal Integration	FLIPPED LEARNING FOR L13	
<b>L13: Learning Aim B: B4</b> <b>FLIPPED LEARNING</b> Technology In Travel and Tourism	LO1: To recall the keywords we learnt for homework LO2: To apply what we learnt with flipped learning to questions on technology in the travel and tourism industry LO3: To assess the different types of technology in the travel and tourism industry	Technology / Animatronics / Augmented Reality / Binaural / Haptic	Keyword Dissect	
<b>L14: Learning Aim C: C1</b> Importance of the UK as a Global Destination	LO1: To investigate the scale of the travel and tourism industry LO2: To explain why the UK is an important global destination LO3: To compare the importance of different countries and the impact this has on industry	Global Destination / Tourist Numbers / Tourist Generators / Tourism Receipts / Balance of Payments / GDP		
<b>L15: Learning Aim C: C2</b> Employment in travel and tourism	LO1: To distinguish the difference between direct and indirect employment LO2: To investigate how you can enter a travel and tourism career LO3: To assess the different types of employment across the industry	Direct Employment / Indirect Employment / Customer- Facing / Pre-Departure / In-Resort		
<b>L16: FLASHBACK FRIDAY</b> <b>Learning Aim A/B</b>	LO1: To test our recall of the keywords from learning aim A and B LO2: To apply our knowledge to exam practice questions LO3: To update our personalised learning checklists, and set measurable goals for our future studies	Tourism / Domestic / Inbound / Outbound / Key Sectors / Travel Principles / UNWTO / Interrelationship / Interdependency	Practice Exam Questions	
<b>L17: Learning Aim C: C3</b> Visitor Numbers	LO1: To investigate the total visitor numbers by each type of tourism LO2: To explain how travel and tourism companies use visitor numbers to influence their services LO3: To analyse the visitor trends to understand what type of data is collected	Visitor Numbers / Inbound / Outbound / Type of Transport Used / Visitor Trends	FLIPPED LEARNING FOR L20/L21	
<b>L18: Learning Aim C: C4</b> Income and Spending	LO1: To investigate what tourists in the UK spend their money on LO2: To identify the impacts of leakage on different economically developed countries LO3: To compare and analyse visitor spending in two different areas in the UK	Income / Multiplier Effect / Leakage / Economic / Developed Country		

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<b>L19: FLASHBACK FRIDAY</b> Learning Aim A/B/C	LO1: To test our recall of the keywords from learning aim A, B and C LO2: To apply our knowledge to exam practice questions LO3: To update our personalised learning checklists, and set measurable goals for our future studies	Tourism / Economies of Sale / Visitor Numbers / Factors / Income / Economy		
<b>L20: Learning Aim D: D1</b> <b>FLIPPED LEARNING</b> Product Development and Innovation	LO1: To identify how the industry has changed since the 1950s LO2: To investigate how the different key sectors have developed LO3: To analyse the impact of these developments on the industry, people and environment	Development / Innovation / Board / Differentiation	Practice Exam Questions	
<b>L21: Learning Aim D: D1</b> <b>FLIPPED LEARNING</b> Media Factors	LO1: To identify the different types of media that is used in the travel and tourism industry LO2: To explain how travel and tourism companies use media to promote their services LO3: To analyse the effectiveness of travel media coverage	Media / Public Relations / Television Coverage / Social Media / Influence	Topic Reading with Questions to complete	
<b>L22: Learning Aim D: D2</b> Other Factors Affecting the Travel and Tourism Industry	LO1: To identify other factors which may affect the travel and tourism industry LO2: To investigate the economic, social environmental and legal factors affecting the travel and tourism industry LO3: To assess the impact of these factors on the travel and tourism industry	External / Internal / Recession / Economy / Disposable Income / Grey Market		
<b>L23: Learning Aim D: D3</b> Responses to Internal and External Factors	LO1: To recall the factors affecting the travel and tourism industry LO2: To investigate the responses to these factors LO3: To assess the impact of these factors on the travel and tourism industry	Responses / Environmental / Social / Economic / Political		
<b>L24: FLASHBACK FRIDAY</b> Learning Aim A/B/C/D	LO1: To test our recall of the keywords from learning aim A, B, C and D LO2: To apply our knowledge to exam practice questions LO3: To update our personalised learning checklists, and set measurable goals for our future studies	Tourism / Economies of Sale / GDP / UNWTO / Visitor Numbers / Tourist Generators	Jumbo Keyword Dissect	