

The Bishop of Winchester Academy Curriculum Plan – Travel and Tourism

The **Travel and Tourism** curriculum at The Bishop of Winchester Academy has been designed with the key aim of enabling students to live life to the full. Through the acquisition of knowledge and the practised application of skill, students can have the courage to be wise and make intelligent, informed decisions.

Our knowledge-based curriculum is ambitious in its breadth and depth, offering challenge to learners irrespective of their background. Through setting high expectations and accepting no excuses for all, we counter social disadvantage and bolster aspirations. Students are nurtured and supported throughout their journey at The Bishop, and explore ways to develop their awareness, collaboration, creativity, empathy, independence and resilience, collectively referred to as our LApps (Learning Applications).

Year 10	Michaelmas	Lent	Pentecost
Disciplinary Knowledge	The major components of the UK travel and tourism industry The ownership and aims of travel and tourism organisations and how they work together	The role of consumer technology Exploring popular visitor destinations	Customer needs in Travel and Tourism
Disciplinary Skills	Investigating and researching accommodation & transport providers, Visitor attractions, tour operators and travel agents Ownership of travel and tourism organisations Common aims Links with travel and tourism organisations	Investigating and researching visitor destinations, travel and tourism activities. Popularity of destinations with different visitor types and the different travel options to access tourist destinations	Demonstrate an understand of how organisations identify customer needs and travel and tourism trends Using Market research to understand customer needs & preferences and current trends Recognise how customer needs & preferences are met
Personal Development	LApp: Awareness BV: Rule of Law	LApp: Awareness BV: Individual Liberty & Democracy	LApp: Empathy BV: Rule of law & Respect and tolerance
Future Pathways	Tour operator Travel agent Resort representative	Customer service – airport/port Customs officer Tour guide	Cabin Crew for Airline/Boat Travel and tourism advisor of government/Local council Researcher for sustainable tourism projects

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Year 11	Michaelmas	Lent	Pentecost
Disciplinary Knowledge	Influences on Global Travel and Tourism and how to respond to these factors	Impact of travel and tourism and sustainability	Destination management
Disciplinary Skills	Researching and understanding the factors that influence global travel e.g. economic factors, political factors, natural factors, media factors, safety and security factors and health risk factors Understanding how travel and tourism organisations, governments and voluntary organisations respond to the factors	Investing the positive and negative impacts of tourism, e.g. sociocultural impacts, economic impacts, environmental impacts What sustainable tourism is and the aims that the travel and tourism industries have Understanding how sociocultural impacts, economic impacts and environmental impacts are managed	Investigating tourism development with links to stages of tourism development, emerging destination, mature destinations Researching the role that local and national governments have in tourism development Investigating the importance of partnerships in destination management
Personal Development	LApp: Independence BV: Individual Liberty	LApp: Empathy BV: Respect and Tolerance	LApp: Awareness & Resilience BV: Individual Liberty
Future Pathways	Travel business owner Travel influencer Lecturer in travel and Tourism	Researcher and advisor for countries and resorts Resort manager	Resort manager Advisor to government and local council Customer service advisor