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# Travel and Tourism Curriculum

## Intent

### Curriculum Vision

*'A journey of a thousand miles must begin with a single step' - Lao Tzu*

The world is truly amazing! Travel gives everyone the opportunity to take their first steps to exploring and enjoying the beauty of this world - visiting new places in pursuit of adventure, relaxation and pleasure - whilst also making use of the services provided. Such travel is, for many, on possible due to travel and tourism industry that has grown in importance locally, nationally and internationally, and is even among the fastest growing employment sectors in modern society.

By studying Travel and Tourism, students are given the opportunity to:

- ignite their interest in the travel and tourism industry.
- broaden their perspectives of local, national and global destinations.
- recognise the importance of the changing nature of tourism, both in the UK and across the world, and the different challenges this may present to society.
- develop an understanding of how the Travel and Tourism industry is organised and developed, as well as how tourism influences society.
- become resourceful and resilient by applying what they learn in the classroom to the real world of tourism.

Students who study Travel and Tourism leave the academy equipped with the ability to not only understand this popular and expanding employment sector, but also potentially to be more able to enter the marketplace ready to make a unique contribution.

# Concepts and Skills

In Key Stage 4, students study three components:

- **Travel and Tourism Organisations and Destinations.** Students are given the opportunity to explore the features that make individual destinations appealing to visitors. Additionally, they investigate what makes tourism significant to the UK and how travel organisations work together in order to achieve aims.
- **Influences on Global Travel and Tourism:** Students develop their understanding of the potential factors which might influence the tourism market locally, nationally and internationally. Students also consider factors which enable tourism to be more sustainable in the current global climate crises.
- **Customer needs in Travel and Tourism,** students expand their learning by considering customer needs. They research different tourism trends, and apply this knowledge to current problems within the travel industry.

## Vocabulary

Each unit has a vocabulary list of domain-specific vocabulary that students will learn to reach mastery. Students will be expected to develop their vocabulary by using the key words whenever possible and highlighting their use in work.

## Homework

Curriculum-aligned homework helps our students achieve mastery in Travel and Tourism by consolidating and extending what they learn in lessons so that they know more and remember more. It also guides students to build strong independent study habits. At Key Stage 4, students complete research tasks that consolidates prior learning and helps develop new understanding through flipped learning. As a result of this extra-curricular study, students' knowledge and understanding of services, facilities and attractions offered across a variety of different destinations, including the local town of Bournemouth, is further deepened and strengthened.

This helps our students achieve mastery in Travel and Tourism. Students who need extra support to achieve mastery are supported by our 10:10 programme in Travel and Tourism and all have access to our daily Homework Club.

## Implementation

### Key Stage 4

The curriculum in Travel and Tourism is sequenced coherently so that concepts and skills are developed over time. This supports students of all abilities, especially SEN students. Planning is informed by Rosenshine's Principles of Instruction and Cognitive Theory. Cross curricular links are explicitly referenced and exploited in order to deepen understanding. This includes (but is not limited to) the students' study in Geography, Media, and English. Homework, daily retrieval-based 'Do Nows' and low stakes quizzes strengthen memory as do mid-term and end-of-year assessments which are cumulative. Vocabulary is developed through the Frayer Model and students are taught to read, write and speak like a specialist in Travel and Tourism. Technology is employed through laptop apps and interactive whiteboards in class to strengthen learning. Away from the classroom students are encouraged to use technology to engage with their homework tasks. Learning character is developed each lesson through the use of the six Learning Applications (LApps).

Throughout the learning experience, links are made with various organisations and professionals. Students gain invaluable insight through this, and come to appreciate how the skills learned in class can be applied 'at the coal face'. Students discover the additional challenges faced by the travel and tourism industry, as they grapple with the repercussions of strikes, and pandemics such as COVID-19.

Lessons are sequenced in a way that prioritises the embedding of prior knowledge as well as the learning of new content. New material is presented in small steps to minimise cognitive overload. During independent study, knowledge is further deepened and research skills developed.

## Impact

By studying Travel and Tourism, students will have gained a comprehensive understanding of the diverse organisations, services, and destinations that make up this global industry. They will have explored the wide range of factors that influence international travel and tourism, including economic, social, cultural, environmental, and political considerations, and will have developed an awareness of how these shape both customer expectations and industry practices. They will have learned to identify and respond to the varied needs of different types of travellers, from leisure tourists to business clients, and will have applied this knowledge to real-world scenarios. At the same time, they will have built the disciplinary literacy that allows them to think critically, analyse data, and communicate effectively like experts in the field, using industry-specific terminology and professional practices. This foundation will have enabled them to progress to higher-level study, deepen their expertise, and prepare for a future career in one of the world's most dynamic, wide-ranging, and fast-evolving industries. Students will complete their BTEC qualification as a benchmark of mastery, demonstrating the skills they have learned and giving them the currency to access exciting employment opportunities within the industry, while also developing the insight to make the most of their own holidays and travel experiences.