

# Travel and Tourism

## Statement of Intent

The Travel and Tourism at Raynes Park High School Aims to deliver students a broad introduction into the global Travel and Tourism industry. Our department's intent is to teach students the core knowledge and fundamental skills required to pursue careers or further study within the Travel and Tourism industry. The Travel and Tourism department will strive to inspire students to develop a love of learning for the subject, through which they will gain comprehensive knowledge of the importance of the global and UK industries. They will develop a sound appreciation of the social, economic and environmental factors shaping the Travel sector. We aspire for students to become independent learners equipped with skills that will prepare them to overcome the range of challenges they may encounter in their further education or employment.

## Key Stage 5 Curriculum

We deliver the Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism. Students have 5 lessons per week split between 2 members of staff.

This qualification includes three mandatory units covering the following content areas.

- Unit 1: The travel and tourism industry – The travel and tourism industry in the UK is growing and is of major importance to the economy. Students will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- Unit 2: Different types of destinations and their importance – students will investigate the features and appeal of global destinations.
- Unit 3: Principles of marketing in travel and tourism – Students will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.
- Unit 9: visitor attractions (optional) - Students will explore two contrasting visitor attractions and develop an understanding of factors affecting their success.

## Extended Learning

### What we offer to extend the learning of our students

The Travel and Tourism department aims to inspire students to explore the wide variety of destinations the world has to offer. Students are encouraged through various homework assignments to research global tourist destination and present these back to members of their class.

Y12 students spend a day visiting Thorpe Park as part of Unit 9 (Visitor Attractions) in addition to exploring the range of tourist attractions Central London has to offer.

Students are given access to current academic literature through a JSTOR subscription. Teachers will regularly set academic literature as additional reading to expose students to contemporary theory within Travel and Tourism.

## What can parents do to support extended learning in this subject

Parents play an important role in guiding students towards developing a passion in their subject. Parents must encourage students to explore the world around them so that they can maintain a contemporary understand of current events which shape the travel industry. This exploration can be as simple as watching the news every night, subscribing to various news apps, or even bringing home a copy of a free newspaper such as the Metro. Exposing students to current events will develop their understanding of factors shaping the travel industry and provide them with an advantage over students who do not as they can link theory taught in class to current contemporary events.