



Sapere Aude



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.

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 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 able to enter the market place ready to make a unique contribution.

Concepts and Skills

In Key Stage 4, students have the opportunity to study three components:

- Travel and Tourism Organisations and Destinations
- Influences on Global Travel and Tourism
- Customer Needs of Travel and Tourism

In Component One, 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.

In Component Two, 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.

In Component Three, 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

Students learn domain-specific vocabulary to reach mastery in the concepts presented.

Homework

All students use Knowledge Organisers as part of their homework in Travel and Tourism. The Knowledge Organiser content is in line with the sequencing of the curriculum. Self-quizzing supports the retrieval of, and the embedding of knowledge in long-term memory. Our low-stakes 'Do Now' activities given at the beginning of each lesson reinforces cumulative knowledge of prior learning, giving students the opportunity to strengthen memory through retrieval practice. This is supplemented by our cumulative multiple-choice Knowledge Organiser tests. Instead of revision being perceived as something which is crammed into a few weeks, our homework programme supports spaced practice throughout each academic year. By repeatedly returning to content covered, students' knowledge has had time to 'rest and be refreshed.'

In order for students to achieve mastery, they also receive additional homework. This helps to consolidate prior learning and 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.

Implementation

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: develop a deep understanding of Travel and Tourism organisations and destinations, influences on global travel and tourism, and customer needs; learn the disciplinary literacy required to be able to think and communicate like an expert in the field of Travel and Tourism, and continue their studies at greater depth, with a view to a future career in this dynamic and wide-ranging industry.