

investigate travel and tourism customer service

Curriculum Overview Travel & Tourism BTech					
Year 10					
Unit 2 Travel and Tourism Destination			Unit 1 The travel and Tourism sector		
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<u>Aim A</u>	<u>Aim B</u>	<u>Aim C</u>	<u>Aim A</u>	<u>Aim B</u>	<u>Aim C</u>
Know UK travel and tourism destinations and gateways	Investigate the appeal of UK tourism destinations for different types of visitors	Plan UK holidays to meet the needs of different visitors.	Understand the UK travel and tourism sector and its importance to the UK economy	Know about the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships	Understand the role of consumer technology in the travel and tourism sector.
Year 11					
Unit 3 The travel and tourism customer Experience			Unit 4 International Travel and Tourism Destinations		
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<u>Aim A</u>	<u>Aim B</u>	<u>Aim C</u>	<u>Aim A</u>	<u>Aim B</u>	<u>Aim C</u>
What is 'customer service'	Explore the needs and expectations of different types of customer in the travel and tourism sector	Understand the importance of customer service to travel and tourism organisations.	Know the major international travel and tourism destinations and gatewaysUrbanisation	Investigate the appeal of international travel and tourism destinations to different types of visitor	Be able to plan international travel to meet the needs of visitors.

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