

BTEC Travel & Tourism First Award (Equal to 1 GCSE)



Hospitality, Leisure & Tourism Department

ABOUT THE COURSE

We all take part in Travel and Tourism activities whether it is going to visit a theme park for the day or planning an exotic holiday. The Travel and Tourism industry is a major sector of economic growth, not just locally but also globally. By studying Travel and Tourism you will have the opportunity to develop knowledge and skills required by this exciting sector of the economy, which offers endless opportunities for both participation and employment.

In studying the course you will:

- follow a course which is directly related to various career paths and employment opportunities. It can help you to progress directly into related employment or to further courses related to Travel and Tourism, which we offer here at College;
- gain an insight into tourism destinations, both in the UK and internationally, where people go and why they visit these specific destinations;
- explore different attitudes and cultures of local people who live in these destinations and the impact travel and tourism can have on communities, society, the economy and the environment.

Your course consists of a mixture of coursework units (which accounts for 75% of the final grade) and an external exam (which makes up the remaining 25%). This 1¼ hour exam is taken in January, with a chance to re-sit in May if you need to improve your grade.

We hope the coming year will be exciting, stimulating and rewarding, although we do work hard! **As a guide, for each hour you spend in lessons you will be required to spend another hour completing private study, researching, writing up assignments and preparing for the exam.** You will need to follow this rule for all your other courses as well! Please be aware of this time constraint when planning part-time work and other regular commitments.

If you have any further questions, please just ask!

Throughout the course you may be attending a variety of educational visits. These experiences will enable you to gain vital information on which to base your external assessment tasks as well as giving you a greater appreciation and understanding of the Travel and Tourism Industries.

Please remember that just because you have selected to study this course, it does not mean that you have to eventually work in it, although it is an industry that is dynamic, fun and one of the largest in the world!

You have access to all the department's resources, textbooks, fact files, magazines, computer system and staff. We do ask that you respect these valuable resources and return them in good condition.

THE TEACHING STAFF

HEAD OF DEPARTMENT: Jim Shepherd.

COURSE LEADER/TEACHERS: Jim Shepherd/Helen Sharp/Seb Jefferies

As a teaching team we are committed to providing you with a high quality education, an enjoyable experience and equipping you for either further education or employment. Between us we have a wealth of industrial experience and enthusiasm for the subject. We are all fully qualified for this subject having gained degrees and teaching qualifications, as well as having had full time employment in the industry. We wish you the best of luck, but work hard. Remember you are the one who gains the grade, it is your course, and you will get the grade that you deserve. This is based on hard work, application and using us as a resource. Do not ever be afraid to ask!

EXPECTATIONS OF STUDENTS

We expect you to:

- Attend all lessons and tutorials.
- Bring with you all the equipment required to work (Pens, paper, books etc).
- Complete set homework tasks outside lessons.
- Meet all your required deadlines.
- Prepare fully for all tests and assessments.
- Treat all others, as you would wish to be treated.
- Give everything your best effort!

PLAN FOR THE YEAR:

TERM 1 (September – December):

Jim's lessons: Unit 1 Exam Preparation.

Helen & Seb's lessons: Unit 2 coursework and Unit 1 Exam revision.

TERM 2 (January – March):

All lessons: Unit 4 coursework.

TERM 3 (April – May):

All lessons: Unit 3 coursework.

Prepare for Unit 1 exam re-sit if necessary.

UNITS THAT YOU WILL STUDY

UNIT 1: The UK Travel and Tourism Sector (1¼ Hour Exam).

Travel and tourism is one of the UK's largest sectors, currently employing over 2.5 million people.

Have you ever thought about how many different types of tourism there are, and how important the travel and tourism sector is to the UK economy? Or about the industries within the sector, their varied roles, and how they work together? Have you considered how technology is changing the way tourists and travellers engage with the sector and its organisations?

Many people travel regularly for work and leisure, and the world of travel and tourism is of interest to the majority of people in the UK. Whether travelling into the UK from abroad, going on holiday or a business trip overseas, or visiting friends and relatives or taking a short break domestically, many industries work together to provide tourists and travellers with the products and services they need.

Whatever the industry, technology is now shaping how tourists and travellers engage with the sector. From mobile phone applications, to e-tickets, to self-service check-in, technology is changing the way organisations interact and engage with their consumers.

In this unit, you will gain an understanding of the range of organisations involved with different types of tourism in the UK, including their roles, how they work together and how they use technology to meet changing customer needs. This understanding is useful for a wide range of travel and tourism jobs, including travel services, tourism services, conferences and events, visitor attractions and passenger transport.

UNIT 2: UK Travel and Tourism Destinations (Coursework).

Knowledge of travel geography has been identified by employers as being a very important asset for working in the industry.

Do you know the major tourist destinations in the UK? And how they appeal to different types of visitors? Can you locate major UK airports? Do you know where other gateways, such as UK seaports, are located?

This unit will give you an understanding of what the UK travel and tourism industry has to offer to tourists. It will enable you to identify and locate tourist destinations, major UK airports and seaports, as well as to discover sea routes and three-letter airport codes.

Meeting different types of customer needs is a fundamental part of travel and tourism provision, so you will investigate the appeal of different types of UK destinations to different customer types.

You will also be introduced to reference materials and various sources of information to enable you to draw together your knowledge of the tourist destinations in order to successfully plan UK holidays for different types of customers using a range of sources.

On embarking upon a career in the travel and tourism industry, you may find yourself working for an organisation that contributes to the success of a UK travel and tourism destination, for example in transport, visitor attractions or hospitality. This unit will increase the awareness of destinations of anyone aspiring to work in the travel and tourism industry in the UK.

Unit 3: The Customer Experience in Travel & Tourism (coursework).

It has been said that if you don't take care of your customers, someone else will, which is why knowing your customers and their needs and providing excellent customer service is so important to all travel and tourism organisations. Customer service in the travel and tourism sector is about knowing your customers' needs and expectations about the products and services they are using and have purchased.

All types and sizes of travel and tourism organisation aim to be successful and to ensure this is possible they must make sure that the products and services that their customers receive meet their needs, are what they expect, give full satisfaction and at times exceed expectations.

In this unit you will look at the definition of customer service and what the main aims of customer service are; this may differ depending on the size and type of the travel and tourism organisation. You will look at different types of customers, both internal and external to travel and tourism organisations. Internal customers are important – a happy workforce will want to keep the external customers happy.

Determining what a customer needs may depend on what products and services are available, which is why all travel and tourism organisations will investigate their customer needs first. It is also important to recognise where the customer needs come from and often these can be unstated, which can make it difficult to find out exactly what the customer wants. One thing all travel and tourism organisations hope for is that they will meet and exceed every customer's needs and expectations.

Finally, you will consider the importance of customer service to travel and tourism organisations and understand the impacts of getting customer service right or, in some cases, wrong.

Unit 4 Factors Affecting Worldwide Travel & Tourism (coursework).

Travel and tourism employees must have well-developed knowledge and understanding of the world, and of how different conditions and events can affect the sector. If you work in the travel sector, any of the following events could impact on your working day:

- a volcano erupting in southern Asia
- an outbreak of malaria in East Africa
- a terrorist attack taking place in the middle of a busy day in the UK
- a visitor arriving at an airport to travel without a passport or necessary visa papers.

The travel and tourism sector is extremely dynamic. It is affected by so many factors, both large and small. The best planned itineraries can be wrecked in seconds by a multitude of different events, and new ones must quickly be put into place.

In this unit you will study climatic conditions that affect travel and tourism around the world. You will develop an awareness of varying climatic conditions in different parts of the world. You will gain knowledge of monsoons, dry and wet seasons and hurricane seasons that influence the timing of travel and holidays. You will also learn where and when snowfall results in the availability of winter-sports holidays.

You will identify time zones, calculate worldwide time differences and examine the effect these can have on visitors travelling across time zones. You will learn how different countries control visitor numbers through visa requirements. In addition you will learn the causes and symptoms of some major diseases and the precautions visitors need to take to avoid becoming unwell. You will research major emergency situations and the impact they have had on international destinations and the visitors to them.

HOW WILL I BE TAUGHT?

We will provide you with a variety of different working styles. These range from traditional teaching, activities using “**Godalming Online**” and “**Microsoft Teams**”, group activities, individual and group presentations, individual researching, educational visits, individual tutorials plus IT sessions where you will be writing up your assessments. We have designed a programme that will be both educational and stimulating. You have a major part to play in this process. The group activities are designed to allow you to explore issues with others and not to fill in time. The more you contribute, the more you gain from the activity, and the more you learn. This will then, in turn, result in a higher grade for you. We actively encourage students to ask sensible and related questions.

You should have had your IT induction by now, and been introduced to **Godalming Online and Microsoft Teams**. These are interactive IT based learning resource that we will use throughout your Travel and Tourism course for accessing vital resources (via a series of links), a variety of interactive class activities to help with your work, sending you messages and setting/handing in work. You will soon pick up how to use **Godalming Online/Teams** – you will be using these for all your subjects and you can access it from home.

Please ask if you don't understand something. This is part of our job and you can bet that someone else is thinking the same.

In all lessons we expect a high level of professionalism and a positive attitude. You can also expect that from us as well! Please remember that you have chosen to be here and to study this subject. Help us to help you gain the most from the next year. You will spend the next year as a group, completing many tasks together and visiting many places together. There will be some students from non-partner schools, who might not know anyone in the group. Please try and make these students feel welcome and included. **Thank you!**

Your work on the course will require you to demonstrate that you have considered many different sources of information. This is one way of demonstrating that you have done this. Newspapers, magazines, TV reports and actual people will need to be sourced in the same way. Although we expect you to include information from published sources, you cannot copy large chunks and try and pass it off as your own. **This is called plagiarism and the college has a strict policy on this. Also, you cannot copy another student's work, this is cheating! If discovered, all involved will have their work destroyed and they will have to start again.** If this occurs again then we will have to enforce the college's policy. If we do not detect this and it is picked up in the moderation process the whole class will have their grades refused.

Please stick to these rules for everyone's sake.

Failure to hand in work by the required deadline is a serious matter. Late work will need to be handed in to the Head of Department who will interview you to find out why you missed the deadline. Should you continue to miss deadlines, you will be referred to the Senior Tutor and Assistant Principal and your place on the course will be reviewed. Missing a deadline also means that you might not be able to complete all work and therefore miss out on valuable points! Teachers cannot promise to mark and provide feedback for late work so if you hand work in after the deadline, it may well be incorrect and you will not have an opportunity to improve it.

WHAT'S NEXT?

As you are on the Access Programme here at College, it is vital that you improve your GCSE grade profile if you wish to either return to College next year to study A level or BTEC National courses.

You may wish to continue study Tourism or both here at College, or this maybe a pathway to employment. Either way, we fully intend to support all students on the course to meet their target grade and help them progress to the next stage of their education/career.

For you to be successful you need to set yourself a target. What grade do you want to gain at the end of this course? Enter the target grade that you realistically wish to gain.

MY TARGET GRADE =

Now keep working towards this grade. In the past we have had some very successful students gaining top grades who had low GCSE scores. They got there through hard work, determination, sticking to deadlines and using the full range of resources available to them. You too can be successful but it is up to you.

WHAT IF SOMETHING GOES WRONG

We hope that this will not happen but if it does then there are several steps that can be taken.

If you are not happy about the course or your progress, then first talk to the teacher involved. Talk to Jim who is Head of Department or talk to your Personal Tutor. The College Diary has a clear description of this process.

If we are not happy with you, we will talk to you straight away. We might talk to your parents, Personal Tutor and Senior Tutor. You will be involved in this process at every stage. As a result of these conversations, an action plan will be put in place with deadlines for further reviews. We hope that this will not be the case for you.

Remember this is your decision to attend college and to study this subject. You could be out working or studying another subject. So please work hard to get the most out of the next year.

GENERAL RESOURCES

In order to successfully complete this course **you may find** the following resources useful. They are as follows:

- ❖ A4 - Lever Arch File (this is your work file and will hold all your notes, handouts, resources and rough work).
- ❖ Subject Dividers.
- ❖ Poly Pockets.
- ❖ Memory stick for transferring work to and from College computers.
- ❖ A4 Lined Pad.
- ❖ Pens, pencils and highlighters.

You do not need a computer at home but if you have one it helps. The college has several computers that you can use on a drop-in basis (e.g. ILC silent study area). The site is open from 8.15 in the morning through to about 5.00 at night so computer access should not be a problem. In the department we have 40 networked machines just for Hospitality & Tourism students. These are free to use when they are not being used for formal teaching. They are available all day and we suggest that you use them during your free time in order to complete your assignments.

We find that the more organised the student is, the better grades they gain and the easier it is for them. Your general work file needs to be kept organised so you can easily access the information and class notes you will need to complete the work. We will advise you on how to organise this file in the next few sessions. As well as the resources stated above **you should be regularly reading newspapers, magazines and watching news reports to keep abreast of the current issues taking place in this fast moving and dynamic industry.**

All computers are linked to the Internet. Please note that your login name is recorded and should you access any unauthorised sites you will have your access removed and, in extreme cases, you may be asked to leave college. Please be aware of this fact and remember to log off at the end so others cannot use your name for this reason. You should keep your password a secret for security reasons. We will give you a full health and safety induction into using the system shortly.

All we ask when using the resources is that you treat them with respect, do not damage them and return them to the correct place when you have finished with them. The department is regularly cleaned but the tidier we keep it the nicer the environment is for everyone.

AND FINALLY...

As mentioned before, you get out what you put in. Staff are more than happy to support students who really want to do well and show the right attitude and motivation. You have chosen to remain in education – if you are not here for the right reasons, do not waste your or our time. This is a fascinating course that can open many doors for you. Good luck and we look forward to working with you.

HLT Department Code of Conduct:

We seek to maintain an atmosphere of mutual respect between all those in the classroom, and we aim to do all we can to promote and support learning. The industries that we are studying require staff who can cooperate and work as teams, often under pressure. This should be reflected in the way we behave towards each other and our approach to work.

This means that in all lessons:

1. Everyone should arrive punctually to all lessons.

Arrive in time for the start of the lesson, preparing for the start of the lesson quickly and quietly and not distracting others or starting conversations that do not relate to the lesson.

Do not bring food or drinks to the lesson – these should be finished in time for the start of the lesson. We will not allow you to finish these off.

Turn off your phones and put these away (preferably into bags – out of sight/out of mind).

2. Students should come to every lesson with the correct equipment and homework, as specified by the teacher.

Part of your College student contract is to be prepared and submit work on time to the best of your ability.

Equipment includes memory sticks, pens, class notes/folders, books – it does not include mobile phones and headphones. If using your own laptop in lessons, you are still required to follow the College's IT policy and only use the laptop for work purposes.

3. There is no talking or noise of any kind made whilst the teacher is talking to the whole class, or whilst a student is speaking in a whole class situation.

If you have a question, please raise your hand and wait for the teacher to address you.

Respect the fact that part of the teacher's job is to talk to the class and some students will struggle to hear/concentrate/understand if there are interruptions.

4. We should all treat others with respect at all times.

During lesson time, when speaking to staff and other students, communicate in a calm, civil manner.

Do not discuss other individuals (staff or students) with anyone else during lesson time.

This includes the use of social media and via electronic communication.

5. Students should actively participate in lessons and show commitment to their studies.

When completing coursework tasks, the internet should only be used for work purposes. Talking can distract other people around you – it is not fair to disrupt the learning of others.

A positive attitude and work environment can help you to learn and improve your grade.