

Travel and Tourism - Departmental Curriculum Statement 2022-23

Curriculum Intent Statement

If you study Travel and Tourism at Cowley International College, you will investigate the industry as a whole looking at all the employment opportunities as well as trends and factors that have affected tourism around the world. In addition, you will gain a hands-on insight into how business in tourism operates as well as gaining valuable customer service skills and knowledge. You will move on to look closer to home and analyse the merits of the UK as a tourist destination. As well as doing an in-depth study of tourism in Europe and all around the globe in our long haul destinations units.

The travel industry as whole is constantly evolving and your lessons here will reflect this. Staff use up to date industry reports and news items to make your lessons relevant and stimulating. You will be required to do your own research too and be prepared to present your findings verbally.

At Cowley, the BTEC Tech Award and BTEC National qualifications in Travel and Tourism have an essential core of knowledge and applied skills. There is an external assessment in which the students have to explore the travel and tourism sector. This provides independent evidence of learning and progression alongside the predominantly portfolio-based assessment.

Our curriculum should give learners opportunities to link education and the world of work in engaging, relevant and practical ways. It should enable learners to enhance their English and mathematical competence in relevant, applied scenarios as well as support learners' development of transferable interpersonal skills, including working with others, problem solving, independent study and personal, learning and thinking skills. Ultimately, it should give learners a route through education that has clear progression pathways to further study or an Apprenticeship.

Fundamentally, after completing this qualification we want our students to have an insightful understanding of travel destinations worldwide and in the UK in terms of their location and appeal. We want our students to have developed a competence when dealing with customers/other professionals in a face to face, over the phone or written context. And they should have an appreciation of the factors that can affect tourism and its economic importance.

Curriculum Implementation Statement

Our curriculum is organised to give our learners a core of underpinning knowledge, skills and understanding, and a range of options to reflect the breadth of pathways in a sector. This gives learners the opportunity to gain a broad understanding and knowledge of the travel and tourism sector as well being able to investigate areas of specific interest. The curriculum is designed to develop essential skills and attributes prized by employers, further education colleges and higher education institutions.

Curriculum Beyond the Classroom

Experience of travel and tourism organisations is vital to understanding and developing skills in this sector. As a result we take our students on several industry visits including David Ogden Travel (local independent tour operator), Hilton Hotel (large multinational organisation), Manchester Airport (large gateway airport and employer for the region), Southport Pleasure land (traditional local visitor attraction).

Subject Expertise

All staff delivering Travel and Tourism have delivered the curriculum at Level 2 and Level 3 for over five years. All have relevant business qualifications to at least degree level. All new members of staff are given a full set of resources and are supported in assessment via the internal verification process.

Destinations

There are mandatory units and optional units. Mandatory units, developed in consultation with employers and educators, give learners the opportunity to gain a broad understanding and knowledge of a vocational sector. Optional specialist units focus more closely on a vocational area, supporting progression to a more specialised Level 3 vocational or academic course or to an Apprenticeship.

Staff delivering Travel and Tourism will have an ongoing dialogue with students about career choices and opportunities. Very often staff receive latest information about new courses, work experience and employment opportunities. This is relayed to students and staff facilitate students in their application process.

The sector-specific skills and knowledge will provide a sound basis for progression to further study of this sector at level 3 through a vocational qualification such as a BTEC National in Travel and Tourism, an apprenticeship in travel and tourism or a Degree programme such as Tourism Development or Event Management.