

Understanding the travel and tourism sector and its global significance

The Travel and Tourism curriculum at Salford City Academy inspires a fascination with the global travel industry and its impact on people, places and environments. Studying Travel and Tourism provides students with knowledge of diverse destinations, organisations, customers and global influences. It enables the development of a deep understanding of how the travel and tourism sector operates, allowing students to explore the opportunities it creates as well as the challenges it presents across the world. The curriculum ensures students can think like professionals within the sector and use their knowledge to make informed decisions about travel, tourism and its wider impacts.

The curriculum is designed and sequenced to ensure that skills, knowledge and understanding are embedded throughout the programme of study. Key vocational skills such as research, planning, analysis and decision-making are introduced early and interleaved across the course, ensuring students can confidently apply their learning in realistic contexts by the end of the course. Knowledge is developed through the study of travel and tourism organisations, destinations and customer needs, before being applied to more complex global influences such as sustainability, economic change and destination management. For example, students begin by exploring the structure and purpose of travel and tourism organisations, then develop their understanding of how organisations meet customer needs and finally apply this knowledge to evaluate the global impacts of tourism and the importance of sustainable development.

Understanding is built through increasing complexity in how students analyse the travel and tourism sector. For example, students first understand the features of destinations and types of tourism, then examine how organisations respond to customer needs and trends and ultimately evaluate how global factors influence tourism and how destinations can be managed sustainably. This progression enables students to make connections across the curriculum and apply their knowledge to real-world contexts.

Curriculum Principles

All students will study the content outlined in the scheme of learning, which has been constructed based on the following principles:

Entitlement: The Travel and Tourism curriculum ensures that students develop a secure knowledge of the travel and tourism sector, including organisations, destinations and global influences. The curriculum ensures that all students understand how the industry operates and its importance locally, nationally and globally, regardless of their starting point or whether they pursue the subject post-16.

Coherence: Knowledge is acquired, developed over time and applied through realistic vocational contexts such as travel planning, analysing organisations and evaluating destinations. Connections are made within and between components to ensure that skills, knowledge and understanding are embedded and transferable across the curriculum.

Mastery: Prior knowledge is revisited, built upon and applied to new and increasingly complex contexts. Students develop their understanding of key concepts such as customer needs, sustainability and global influences so that they are equipped to make informed judgements and decisions later in the course.

Adaptability: Teachers adapt resources and learning contexts to meet the needs of their classes and to ensure that all students can access the curriculum. Learning is contextualised through current case studies, real destinations and industry examples, enabling students to work independently with increasing confidence over time.

Representation: Destinations and communities are studied in a balanced way, ensuring that both opportunities and challenges are understood. Students explore a range of global contexts, developing a fair and informed understanding of how tourism impacts different places. Stereotypes are challenged and students are encouraged to consider multiple perspectives when analysing destinations and tourism development.

Education with Character: The curriculum enables students to engage with real-world issues such as sustainability, ethical travel and global development, which extend beyond the classroom. Students have opportunities to apply their learning through practical tasks such as travel planning and research projects, helping them to develop independence, responsibility and an understanding of the wider world and future career pathways