

Key Stage 5 Curriculum Overview

Subject: BTEC Travel and Tourism Level 3 National Extended Certificate

Year 12 and 13

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2	Assessment
<u>Year 12</u> <u>Unit 1 World of Travel and Tourism</u> A Types of Travel and Tourism <u>Unit 3 Principles of Marketing in Travel and Tourism</u> A Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism	<u>Year 12</u> <u>Unit 1 World of Travel and Tourism</u> B The types of travel and tourism organisations, their roles and the products and services they offer to customers <u>Unit 3 Principles of Marketing in Travel and Tourism</u> A Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism	<u>Year 12</u> <u>Unit 1 World of Travel and Tourism</u> C The scale of the travel and tourism industry <u>Unit 3 Principles of Marketing in Travel and Tourism</u> B Examine the impact that marketing activities have on the success of different travel and tourism organisations	<u>Year 12</u> <u>Unit 1 World of Travel and Tourism</u> D Factors affecting the travel and tourism industry <u>Unit 3 Principles of Marketing in Travel and Tourism</u> C Carry out market research in order to identify a new travel and tourism product or service	<u>Year 12</u> <u>Unit 1 World of Travel and Tourism</u> D Factors affecting the travel and tourism industry Exam – May <u>Unit 3 Principles of Marketing in Travel and Tourism</u> D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives	<u>Year 12</u> <u>Unit 3 Principles of Marketing in Travel and Tourism</u> D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives	<u>Year 12</u> Unit 1 Exam – May Unit 9 Internal coursework assessment - June

<u>Year 13</u> <u>Unit 2 Global Destinations</u> A B C Travel planning, itineraries, costs and suitability matched to customer needs <u>Unit 9 Visitor Attractions</u> A Investigate the nature, role and appeal of visitor attractions	<u>Year 13</u> <u>Unit 2 Global Destinations</u> D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations E Factors affecting the popularity and appeal of destinations <u>Unit 9 Visitor Attractions</u> B Examine how visitor attractions meet the diverse expectations of visitors	<u>Year 13</u> <u>Unit 2 Global Destinations</u> Exam - January <u>Unit 9 Visitor Attractions</u> C Explore how visitor attractions respond to competition and measure their success and appeal	<u>Year 13</u> <u>Unit 9 Visitor Attractions</u> Coursework write up and presentations	<u>Year 13</u> <u>Unit 9 Visitor Attractions</u> Coursework write up and presentations		<u>Year 13</u> <u>Uni 2 Exam – January</u> <u>Unit 3 Internal Coursework assessment – May/June</u>
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