Progression to University, Apprenticeships and Employment

COWLEY INTERNATIONAL COLLEGE

BTEC National Travel and Tourism - LEARNING JOURNEY

Year 13

Unit 2 – 3 hr Conditioned assignment

Unit 2: Global Destinations (3 hour controlled assessment

Unit 9: Visitor Attractions
B: Examine how visitor attractions meet the diverse expectations of visitors

Unit 2: Global Destinations (3 hour controlled assessment

Global Destinations

Unit 9: Visitor Attractions

Unit 9: Visitor Attractions
A: Investigate the nature, role and appeal of visitor attractions

Unit 2: Global Destinations (3 hour controlled assessment

Unit 9: Visitor Attractions
B: Examine how visitor attractions meet the diverse expectations of visitors

Unit 1:
Y12 May Exam

Unit 3: Principles of Marketing in T+T
Learning Aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives

Unit 3: Principles of Marketing in T+T
"Learning Aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations "
Learning Aim C: Carry out market research in order to identify a new travel and tourism product or service

The World of Travel and Tourism
Content area C: The scale of the travel and tourism industry
Content area D: Factors affecting the travel and tourism industry

Year 12

The World of Travel and Tourism
Content area B: The types of travel and tourism organisations, their roles and the products and services they offer to customers

Unit 3: Principles of Marketing in T+T
Learning Aim A: Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism

Unit 1 The World of Travel and Tourism

The World of Travel and Tourism
Content area A: Types of travel and tourism

Unit 3: Principles of Marketing in T+T

Course Introduction
Specification requirements. Assessment Plan.
Distribution of resources. Homework. Definitions.