

Travel and Tourism



Curriculum Overview Key Stage 5

Examination Specification: Pearson BTEC

	<u>Topic</u>	<u>Key Themes</u>
YEAR 12	Unit 1: The World of Travel and Tourism	Types of Travel and Tourism Types of Travel and Tourism Organisations Interrelationships and Interdependencies in the Travel and Tourism Industry The Scale of the Travel and Tourism Industry Factors affecting the Travel and Tourism Industry
	Unit 3: Principles of Marketing in Travel and Tourism	The role of marketing activities in influencing customer decision and meeting customer needs Interrelationships between marketing and customer service The marketing mix The impact that marketing activities have on the success of different travel and tourism organisations Market research to identify a new Travel and Tourism product or service. Promotional campaign for a new Travel and Tourism product or service.

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	<u>Topic</u>	<u>Key Themes</u>
YEAR 13	Unit 2: Global Destinations	<p>Geographical Awareness, locations and features giving appeal to global destinations</p> <p>Potential advantages and disadvantages of travel options to access global destinations</p> <p>Travel Planning, itineraries, costs and suitability matched to customer needs</p> <p>Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</p> <p>Factors affecting the changing popularity and appeal of global destinations</p>
	Unit 9: Visitor Attractions	<p>The nature, role and appeal of visitor attractions</p> <p>How visitor attractions meet the diverse expectations of visitors</p> <p>How visitor attractions respond to competition and measure their success and appeal</p>

