

# Y12 Travel and Tourism Level 3 BTEC National Learning Journey



**Deadline for final coursework submission**

## Learning Aim D: Produce a promotional campaign for a new travel and tourism product

- Design a promotional campaign to meet objectives
- Produce promotional materials to market product



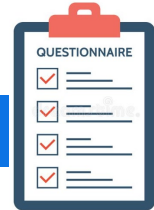
**Field trip to conduct market research**



**Field trip to investigate marketing in an organisation**

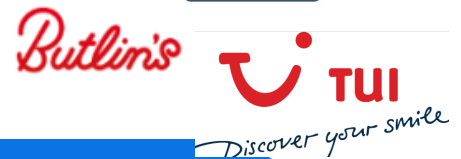
## Learning Aim C: Carry out market research in order to identify a new travel and tourism product or service

- Collect and analyse market research
- Identify a new tourism product or service to market



## Learning Aim B: Examine the impact that marketing activities have on the success of different travel and tourism organisations

- What is the role of marketing in organisations?
- How does marketing contribute to the success of marketing and what impacts it?



## Learning Aim A: The role of marketing activities in influencing customer decisions and meeting customer needs

- How do marketing and customer services work together?
  - How are customer decisions influenced?
- What is the marketing mix and what are its impacts?

### **UNIT 3: THE PRINCIPLES OF MARKETING IN TRAVEL & TOURISM**

Internal coursework based unit



### **UNIT 1: THE WORLD OF TRAVEL & TOURISM**

External exam



## Learning Aim D: Factors affecting the travel and tourism industry

- Product development and innovation
- What internal and external factors affect the industry?
- How do organisations respond to internal and external factors?

Practice exam questions and papers



## Learning Aim B: Types of travel and tourism organisations, and the services they offer to customers

- What are the key sectors in the industry and how do they work together?
- What type of technology is used and what are the impacts for organisations and customers?

## Learning Aim C: The scale of the travel and tourism industry

- Why is the UK important as a destination?
  - Employment in travel and tourism
- Data analysis of tourist numbers, income and spending

**Y12 PPE's Assessment of Learning Aims A and B**



Practice exam questions and papers



## **Introduction to the course**

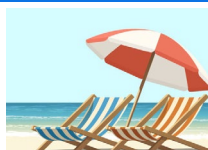
What is travel and tourism?

Expectations of the course and overview of what's ahead including units studied, internal and external assessment

## Learning Aim A: Types of travel and tourism

- What type of customers are there?
- What are the needs of different types of customers?

Practice exam questions and papers



**UNIT 1: THE WORLD OF TRAVEL & TOURISM**  
External exam based unit – 75 marks

**WELCOME BACK!**

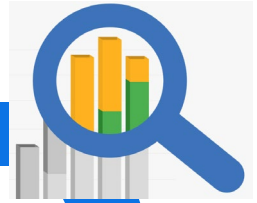
# Y13 Travel and Tourism Level 3 BTEC National Learning Journey



**Deadline for final coursework submission**

**Learning Aim C: Explore how visitor attractions respond to competition and measure their success and appeal**

- How does the attraction respond to competition?
- How can we demonstrate success and appeal using data analysis?



**Learning Aim B: Examine how visitor attractions meet the diverse expectations of visitors**

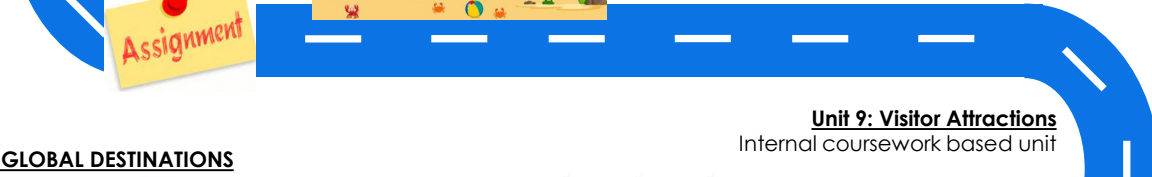
- What type of visitors go there?
- What type of products and services are provided?
- What type of technology is used?

**Field trip to investigate a visitor attraction**



**Learning Aim A: Investigate the nature, role and appeal of visitor attractions**

- What is scale and scope of visitor attractions?
- How are they funded and what impact does this have on them?



**Unit 9: Visitor Attractions**  
Internal coursework based unit

**UNIT 2: GLOBAL DESTINATIONS**  
Pre release



**UNIT 2: GLOBAL DESTINATIONS**  
External exam

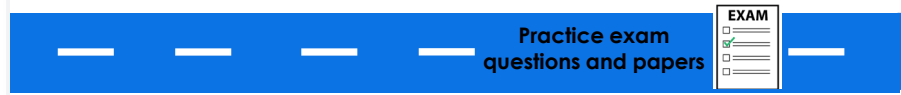


**Learning Aim E: Factors affecting the changing popularity and appeal of destinations**

What are the range of factors that impact destinations?

**Learning Aim D: Consumer trends, motivating and enabling factors and their effect on the popularity and appeal of destinations**

- What consumer trends affect destinations?
- What are motivating and enabling factors?



**Practice exam questions and papers**



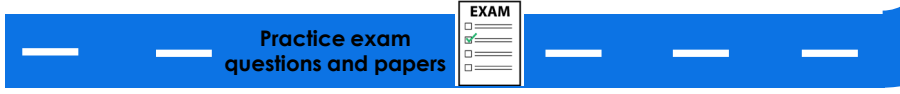
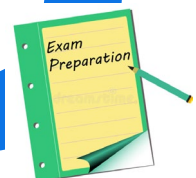
**Learning Aim B: Potential advantages and disadvantages of travel options to access global destinations**

- What type of transport gateways and hubs are there, what facilities do they offer?
- What are the advantages and disadvantages of different transport routes?

**Learning Aim C: Travel planning, itineraries, costs and suitability**

- What are the advantages and disadvantages of types of transport?
- How do I understand and interpret a travel itinerary?

**Y13 PPE's**  
Pre release preparation and assessment



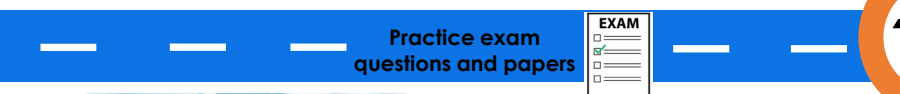
**Practice exam questions and papers**



**Learning Aim A: Geographical awareness, locations and features giving appeal to global destinations**

- What are the features and appeal of global destinations?

**Introduction to Y13**  
Overview of what's ahead including units studied, internal and external assessment, structure of the synoptic exam



**Practice exam questions and papers**



**UNIT 2: GLOBAL DESTINATIONS**  
External exam based unit – 60 marks

**WELCOME BACK!**