

# Bellerive FCJ Catholic College



**Department: Travel and Tourism**

**Year Group: 13 BTEC Level 3 National**

\*Exam/coursework lessons taught concurrently

| Term     | Learning Focus                            | Key Knowledge and Skills  | Assessment   | Challenge and Enrichment  |
|----------|---|---|--|---|
| Autumn 1 | Unit 2A/B – Global destinations           | Features of destinations; appeal for different customers.<br>Matching destinations to customer needs.                 | End of Learning Aim A/B assessment tasks.          | Research and compare contrasting global destinations.                                       |
| Autumn 2 | Unit 2C – Suitability & itineraries       | Customer-based suitability and itinerary planning.  | Exam-style scenario tasks.                         | Design multi-destination itineraries.   |
| Spring 1 | Unit 2D – Global factors                  | Political, economic, social, environmental, technological factors.<br>Safety/security.<br>Responses of organisations. | Mock exam + final Unit 2 exam prep.                | Independent research of real-world events (e.g. global crises).                             |
| Spring 2 | Unit 3 – Principles of marketing          | Marketing mix (7Ps).<br>Internal/external influences.<br>Promotional campaigns.                                       | Coursework-style assessment: full campaign.        | Create & evaluate marketing campaigns for tourism businesses.                               |
| Summer   | Unit 9 – Visitor attractions (coursework) | Appeal, scale, scope, economic contribution, visitor expectations, technology, competition, success & appeal.         | Ongoing coursework tasks (Pass/Merit/Distinction). | Use real-world attractions (e.g. Alton Towers, Liverpool waterfront) for extended analysis. |