

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. 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. Safety/security. 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). Internal/external influences. 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.