

Travel and Tourism

Road Map 2023-2025
BTEC Extended Certificate
Level 3
Oxted School (SWA)

Year 12

UNIT 1: The World of Travel & Tourism (Exam Jan)

LA A Types of Travel & Tourism



LA C The scale of the Travel & Tourism industry

LA D Factors affecting the Travel & Tourism industry



LA B Types of Travel and Tourism organisations

LA C Develop a marketing plan using research data for a viable business case

LA D Investigate how the marketing plan meets the industry and customer needs



LA A Geographical awareness



LA B Potential advantages & disadvantages of travel options to access global destinations

LA C Travel planning, itineraries, costs & suitability.

UNIT 2: Global Destinations (Exam Jan)

Year 13

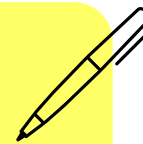
LA B Examine the impact of marketing activities

LA A Explore the importance of meeting customer needs



LA E Changing popularity & appeal of destinations

9: Visitor Attractions (Assignments)



LA A Investigate the nature, role, & appeal of visitor attractions

LA B Examine how visitor attractions meet the diverse expectations of visitors

LA C Explore how visitor attractions respond to competition and measure their success & appeal



UNIT 3: Principles of Marketing in Travel & Tourism (Assignments)

