



Gordon's School Travel & Tourism Department

BTEC L3 - Curriculum Map



Key Words / Skills:

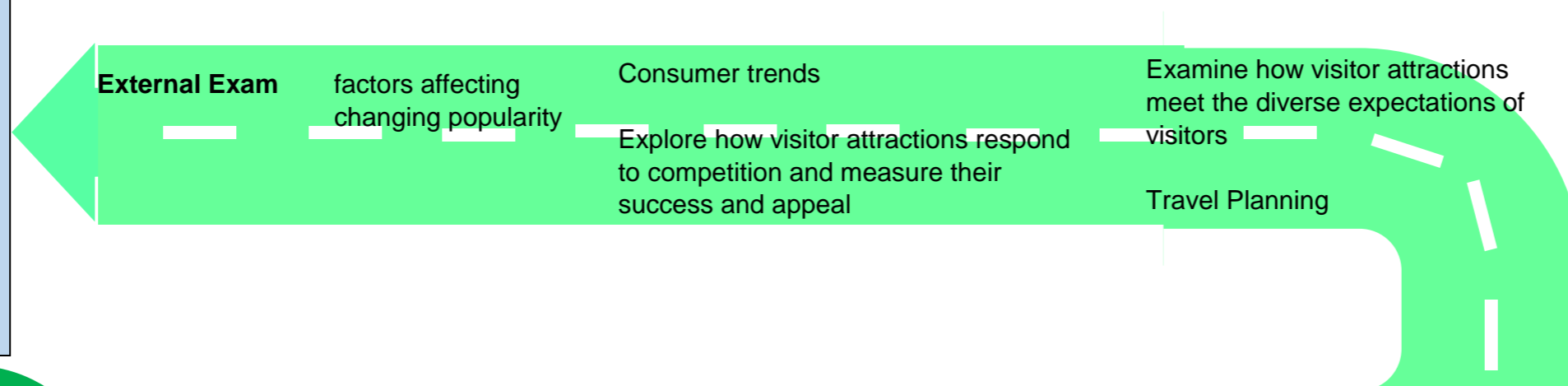
Cognitive and problem solving – critical thinking, creative solutions

Interpersonal - Communication, working collaboratively, negotiating, influencing, self-presentation

Intrapersonal – self-management, adaptability, resilience, self-monitoring and development

Analysing skills

Effective writing

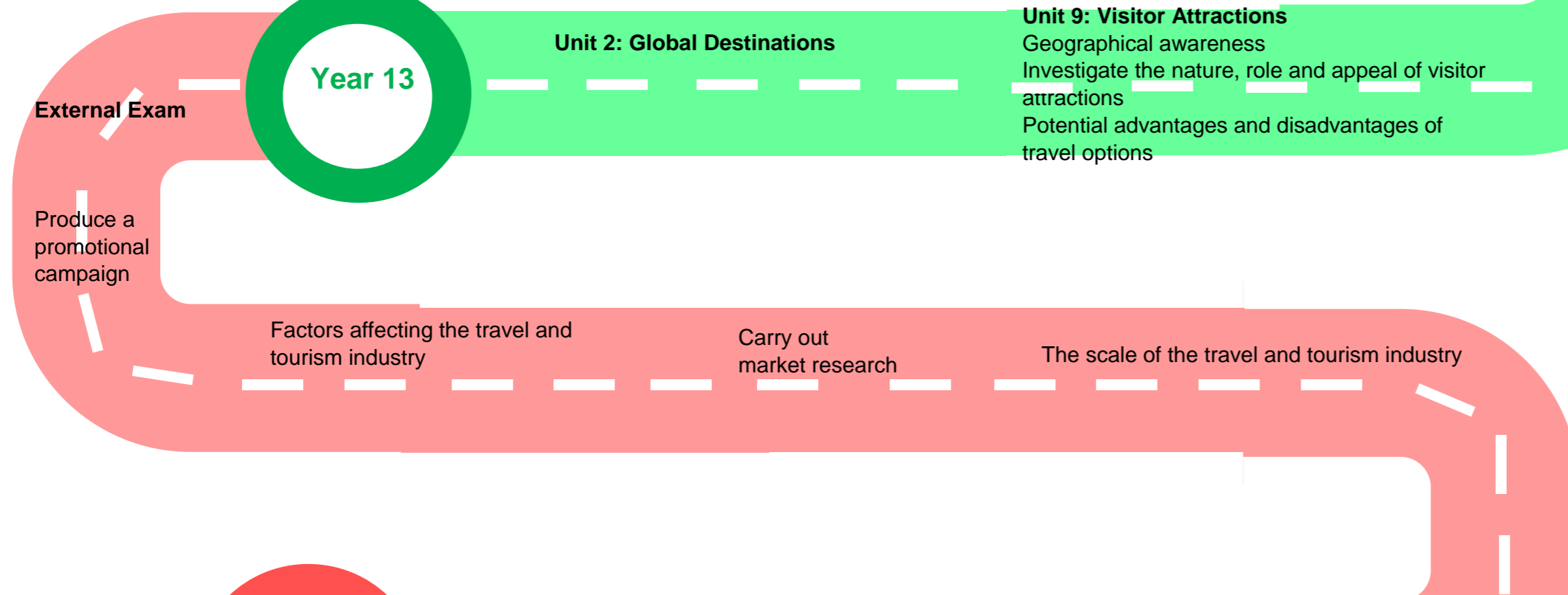


Year 13

Unit 2: Global Destinations

Unit 9: Visitor Attractions

Geographical awareness
Investigate the nature, role and appeal of visitor attractions
Potential advantages and disadvantages of travel options



Year 12

Unit 1: The World of Travel and Tourism

Exploring the role of marketing activities

Unit 3: Principles of Marketing in Travel and Tourism

The types of travel and tourism
The types of travel and tourism organizations
Examine the impact that marketing activities have