



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



External Exam

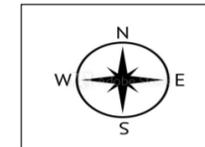
factors affecting changing popularity

Consumer trends

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

Examine how visitor attractions meet the diverse expectations of visitors

Travel Planning



Unit 2: Global Destinations

Unit 9: Visitor Attractions

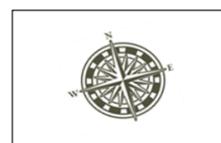
Geographical awareness
Investigate the nature, role and appeal of visitor attractions
Potential advantages and disadvantages of travel options



Year 13

External Exam

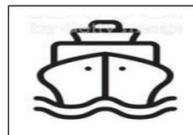
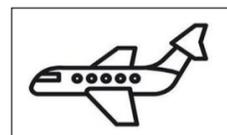
Produce a promotional campaign



Factors affecting the travel and tourism industry

Carry out market research

The scale of the travel and tourism industry

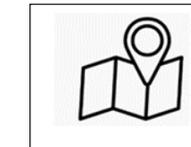


Unit 1: The World of Travel and Tourism

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



Year 12

Exam Specification:



Should this QR code not work, please click [here](#) to view the relevant specification.