Travel and Tourism BTEC Year 12 curriculum map



Year 12	T1	T2	Т3	T4	T5	Т6
Content / Topic for Term	Introduction lesson Unit 1 – The world of travel and tourism • Learning aim A • Learning aim B • Learning aim C	Unit 1 – The world of travel and tourism • Learning aim C • Learning aim D • Examination preparation	Unit 1 – The world of travel and tourism Examination preparation Unit 2 – Global destinations • Learning aim A • Learning aim B • Learning aim C	Unit 2 – Global destinations • Learning aim C • Learning aim D • Learning aim E • Examination preparation • Pre-release task preparation Unit 1 – The world of travel and tourism • Re-sit Examination preparation	 Unit 2 - Global destinations Examination preparation Pre-release task preparation Unit 3 - Principles of marketing in travel and tourism Learning aim A Unit 1 - The world of travel and tourism Re-sit Examination preparation 	Unit 3 – Principles of marketing in travel and tourism • Learning aim A • Learning aim B
Key Knowledge for acquisition, recall and application in assessment or exam	Learning aim A: Types of travel and tourism Learning aim B: The types of travel and tourism organisations, their roles and the products and	Learning aim C: The scale of the travel and tourism industry Learning aim D: Factors affecting the travel and tourism industry	Learning aim A: Types of travel and tourism Learning aim B: The types of travel and tourism organisations, their roles and the products and	Learning aim C: Travel planning, itineraries, costs and suitability matched to customer needs. Learning aim D: Consumer trends, motivating and enabling factors	Learning aim A: Geographical awareness, locations and features giving appeal to global destinations Learning aim B: Potential advantages and	Learning aim A: Interrelationships between marketing and customer service in travel and tourism organisations. Learning aim B: Examine the impact that marketing

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services they offer	services they offer	and their potential	disadvantages of	activities have on
to customers.	to customers	effect on the	travel options to	the success of
		popularity and	access global	different travel and
Learning aim C:	Learning aim C: The	appeal of global	destinations	tourism
The scale of the	scale of the travel	destinations.		organisations.
travel and tourism	and tourism		Learning aim C:	_
industry	industry	Learning aim E:	Travel planning,	
		Factors affecting the	itineraries, costs	
	Learning aim D:	popularity of and	and suitability	
	Factors affecting the	appeal of	matched to	
	travel and tourism	destinations.	customer needs.	
	industry			
			Learning aim D:	
	Learning aim A:		Consumer trends,	
	Geographical		motivating and	
	awareness,		enabling factors	
	locations and		and their potential	
	features giving		effect on the	
	appeal to global		popularity and	
	destinations		appeal of global	
			destinations.	
	Learning aim B:			
	Potential		Learning aim E:	
	advantages and		Factors affecting the	
	disadvantages of		popularity of and	
	travel options to		appeal of	
	access global		destinations.	
	destinations			
			Learning aim A:	
			Interrelationships	



Key skills to apply in assessment or exam	 Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Outline • Unit 1 learning	 Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Outline 	Learning aim C: Travel planning, itineraries, costs and suitability matched to customer needs. Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Illustrate Justify Outline Communication skills: Article Email Report Travel Plan	 Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Illustrate Justify Outline Communication skills: Article Email Report Travel Plan Unit 2 learning aim	between marketing and customer service in travel and tourism organisations. Analyse Evaluate Evaluate Explain Illustrate Justify Communication skills: Article Email Report Travel Plan	 Analyse Evaluate Explain Identify Communication skills: Marketing campaign Market research
Knowledge	aim A	C	A	A	A	A



Organiser	• Unit 1 learning	• Unit 1 learning aim	• Unit 1 learning aim	• Unit 2 learning aim	• Unit 2 learning aim	• Unit 3 learning aim
	aim B	D	В	В	В	В
			• Unit 1 learning aim	• Unit 2 learning aim	• Unit 2 learning aim	
			С	С	С	
			• Unit 1 learning aim	• Unit 2 learning aim	Unit 2 learning aim	
			D	D	D	
				• Unit 2 learning aim	Unit 2 learning aim	
			• Unit 2 learning aim	E	E	
			Α			
			 Unit 2 learning aim 	• Unit 1 learning aim	• Unit 3 learning aim	
			В	А	А	
			 Unit 2 learning aim 	• Unit 1 learning aim		
			С	В	 Unit 1 learning aim 	
				• Unit 1 learning aim	А	
				С	• Unit 1 learning aim	
				• Unit 1 learning aim	В	
				D	• Unit 1 learning aim	
					С	
					• Unit 1 learning aim	
					D	