

BTEC National Extended Certificate in Travel and Tourism - Curriculum Map

Year 13

Year 12

Unit 2: Global Destinations

- A: Types of travel and tourism
- B: The types of travel and tourism organisations, their roles and the products and services they offer to customers
- C: The scale of the travel and tourism industry
- D: Factors affecting the travel and tourism industry

Unit 1: The World of Travel and Tourism

- A: Types of travel and tourism
- B: The types of travel and tourism organisations, their roles and the products and services they offer to customers
- C: The scale of the travel and tourism industry
- D: Factors affecting the travel and tourism industry

Unit 9: Visitor Attractions

- A: Investigate the nature, role and appeal of visitor attractions
- B: Examine how visitor attractions meet the diverse expectations of visitors
- C: Explore how visitor attractions respond to competition and measure their success and appeal

Unit 3: Principles of Marketing in Travel and Tourism

- A: Explore the importance of focusing on meeting customer needs to the success of marketing activities in travel and tourism organisations
- B: Examine the impact that marketing activities have on the success of different travel and tourism organization
- C: Develop a marketing plan using research data that provides a viable business case
- D: Investigate how the marketing plan meets industry and customer needs