

Subject: Travel and Tourism

Rationale:
This BTEC programme is aimed at providing the student with an understanding of the scope of the travel and tourism industry both within the UK and world wide. The programme covers 4 units done over a two year period. Two of the units are externally assessed and two are course work based. A mastery of these units will enable the student to be able to apply knowledge and understand the features that contribute to the appeal of global destination and the types of tourism activities they support; produce a report evaluating how marketing activities contribute to customer satisfaction in travel and tourism; evaluate how well a marketing plan for a new product or service meets the needs of the travel and tourism industry.
Above all ,it is hoped that the knowledge, understanding and skills and certificate the student will obtain from the programme will prepare them for employment in the travel industry or progress to further or higher education.

	Autumn	Spring	Summer
Year 12	Principles of marketing in travel and tourism(unit 3) course work	Principles of marketing in travel and tourism(unit 3) The world of travel and tourism(unit 1)	The world of travel and tourism(unit 1) external exam
Year 13	Global destinations- (unit 2) External exam	Global destinations/ Visitors attractions(unit 9)course work	Visitors attractions (unit 9) course work