



## St John's Curriculum Overview – Year 13



<b>Subject title</b>	<b>BTEC Travel and Tourism</b>
Setting arrangements	Mixed prior attainment
Time allowance each fortnight	9 lessons per fortnight

### Introduction

Students follow the BTEC Level 3 National Extended Certificate syllabus. The curriculum is split into 2 units in Yr13: Principles of Marketing in Travel and Tourism and Visitor Attractions. Overall assessment is a mix of External and Internal Assessments. Assessment at the end of Yr13 will comprise a series of internally set assignments subject to external standards verification. Principles of Marketing is worth 25% of the qualification and Visitor Attractions 17%.

### Topics, Skills and Assessment covered during the course

	<b>Mandatory Units</b>	<b>Optional Units</b>	<b>Skills developed</b>	<b>Assessment</b>
<b>Term 1</b>	Unit 3: Principles of Marketing in Travel and tourism	Unit 2: Global Destinations	Numerous skills are honed during the completion of the BTEC course. Of note is the Supervised Task at the end of Unit 3. Students use market intelligence to plan and produce a promotional campaign for a new travel and tourism product or service. Being able to meet customer expectations and being able to communicate with customers effectively is key to this exciting task.	Assessment for both Units 3 and 9 are Internal Supervised Tasks. The Marketing Plan for Unit 3 will be completed at the end of Yr13 and is worth 25% of the overall qualification. Unit 9 is assessed through a series of assignments completed at various stages of the course. Cumulatively, they are worth 17% of the qualification.
<b>Terms 2-5</b>	Unit 3: Principles of Marketing in Travel and tourism	Unit 9: Visitor Attractions		

### Resources Recommended for Revision and where they are available:

Pearson BTEC National Travel and Tourism Student Book with online, digital ActiveBook.

### Homework

Students are expected to be aware of issues relevant to the Travel and Tourism industry. Engaging with topical news media is essential. Homework can be expected from most lessons. Revision tasks will be set regularly and completion of them crucial to success in this demanding course.

### Additional support and help for the course

Lunch time and after school support sessions are utilised at key assessment points. These will also be available in advance of the final / external examinations.

**Extra-Curricular:** This vocational course lends itself well to interaction with industry and employers. Students are expected to participate in off-site visits to visitor attractions and to actively engage with organisations from the travel sector when opportunities are available. Work Experience in this sector is encouraged.