

Curriculum Intent for BTEC Level 3 Travel and Tourism

Course Overview

The BTEC Level 3 Travel and Tourism course aims to equip students with a comprehensive understanding of the travel and tourism industry, combining academic knowledge with practical skills. This curriculum is designed to prepare students for both further education and careers in the dynamic and diverse travel and tourism sector. The course fosters a deep appreciation of global cultures, marketing principles, and the operational aspects of the industry, encouraging learners to become informed, skilled, and reflective professionals.

Intent Statement

The BTEC Level 3 Travel and Tourism curriculum is designed with the following key intentions:

1	Develop a Comprehensive Understanding of the Industry	Equip students with foundational knowledge of the travel and tourism sector, including its structure, key components, and the interrelationships between different elements of the industry.
	(Unit 1: The World of Travel and Tourism)	Enable students to understand the factors influencing the development and success of the travel and tourism sector, such as economic, social, political, and technological trends.
	Unit 1 Completed from Autumn 1 through Spring 1 – assessed through Exam – sat in January 2025 (Y12)	Prepare learners to critically assess the challenges and opportunities within the travel and tourism industry, fostering a proactive and adaptive mindset.
2	Cultivate Marketing Expertise	Introduce students to the core principles of marketing within the travel and tourism context, highlighting the significance of market research, segmentation, targeting, and positioning.
	(Unit 3: Principles of Marketing)	Encourage learners to develop practical marketing skills through the creation of marketing plans and strategies tailored to real-world travel and tourism scenarios.
	Unit 3 Completed from Spring 2 through Summer 2 – assessed through Coursework (Y12)	Promote an understanding of the impact of digital marketing and the importance of customer relationship management in attracting and retaining customers.
3	Enhance Global Awareness	Provide students with an in-depth knowledge of global destinations, focusing on the geographical, cultural, and environmental factors that influence travel and tourism.
	(Unit 2: Global Destinations)	Develop students' ability to analyse and compare different global destinations, considering aspects such as accessibility, visitor appeal, and sustainability.
	Unit 2 Completed from Autumn 1 through Spring 1 – assessed through Exam – sat in January 2026 (Y13)	Encourage a global perspective, promoting respect for cultural diversity and a commitment to sustainable tourism practices.

4	Explore Visitor Attraction Management	Enable students to understand the role and significance of visitor attractions within the travel and tourism industry.
	(Unit 9: Visitor Attractions)	Explore the management and operational challenges of visitor attractions, including issues related to visitor experience, revenue generation, and sustainability.
	Unit 9 Completed from Spring 2 through Summer 2– assessed through Coursework (Y13)	Equip learners with the skills to evaluate the effectiveness of visitor attractions and propose improvements, fostering an analytical and solution-oriented approach.

Cross-Curricular Skills and Values

Throughout the BTEC Level 3 Travel and Tourism course, the curriculum aims to develop a range of transferable skills and values, including:

Critical Thinking and Problem-Solving	Students will engage in analytical tasks that require them to evaluate information, identify problems, and propose solutions, particularly in marketing and operational contexts.
Communication and Collaboration	Through group work, presentations, and marketing projects, students will enhance their ability to communicate effectively and work collaboratively with others.
Digital Literacy	Students will be encouraged to utilise digital tools and platforms, particularly in marketing, research, and presentation tasks, reflecting the increasing importance of digital skills in the industry.
Ethical Awareness and Sustainability	The curriculum promotes an understanding of ethical issues in travel and tourism, such as the impact of tourism on local communities and the environment, encouraging students to advocate for sustainable practices.

Pathways and Progression

This curriculum is designed to prepare students for a range of future pathways, including higher education courses in travel and tourism management, marketing, and related fields. It also equips students with the skills and knowledge required for immediate entry into the travel and tourism industry, with potential career opportunities in areas such as travel consultancy, marketing, destination management, and visitor attraction management.

Conclusion

The BTEC Level 3 Travel and Tourism course is committed to providing a rich and varied educational experience that not only meets academic standards but also prepares students for the real-world demands of the travel and tourism industry. Through a balanced approach that combines theoretical knowledge with practical application, the curriculum aims to inspire and empower students to become informed, capable, and ethical professionals in the global travel and tourism sector.

BTEC Level 3 Travel and Tourism Learning Journey

