		Year 13											
Intent	Year 12 It To understand the travel and tourism industry												
Cycle 1 11 Weeks	Unit 1: The World of T A1: Types of tourism A2: Types of travel A3: Types of travel and C1: Importance of the B4: Technology in trave	Unit 2: Global Destinations – EXAM CONTENT  A1: Geographical awareness A2: Types of attraction A3: Appeal and types of tourism C3: Cost factors B1: Different types of gateways and transport hubs B2: Advantages and disadvantages of travel routes C1: Travelling planning C2: Understanding travel itineraries D1: Consumer trends affecting the appeal D2: Motivating and enabling factors affecting the appeal E4: Image and promotion E5: Changing markets E6: Natural disasters											
		E2: Economic climate E7: Climate and its influence of travel E3: Accessibility and availability											
Assessment	Mock exam – unit 1 ex	Exam 11 <sup>th</sup> Jan 2024	avanability										
Independent Study (by wk)		2.A2: Job opportunities C3: Visitor numbers	3.B2: Transport hubs B2: Airline case study	4.B2: Visitor attractions B2: National Tourist Boards	5.B2: Trade Associations B2: Travel services	6.B3: Inter- relationships Revision	A3: Research Rishikesh	B1: Different gateways B1: Transport hubs	B2: Appropriate transport routs B2: Transport provides	C1: Sources of information C2: Timings for international travel	C2: Risk assessmen C3: Cost a holiday	ts	
	7. B4 Technology in travel and tourism 8. B4 Technology in different specific organisations	8. C Tourist number and employment in T&T	9.C Visitor trends	10. D - Factors affecting tourism industry	11. Revision for assessment		D1: Concerns with sustainability D1: Research Botswana	D1: Research Marbella D2: Motivating factors	E1: Research Saudi Arabia E4: Image and promotion	E6: Natural disasters E7: Climate Zones	Revision	Re	evision
Ethos	Employment opportun	Cultural diversity Talk from Travel Agent Manager											
ACADEMY KEY SKILLS	·					Independence, critical thinking and evaluation							
Literacy	Persuasive, evaluation and analysis skills					Recall, persuasive, application, evaluation							
Careers	Careers within travel and tourism industry – links to topic – added to lessons – holiday reps, tourist board, privately owned attractions, technology (overview)					Careers within travel and tourism industry – links to topic – added to lessons – travel agents, tour operators, transport roles							
Cycle 2	Unit 3: Principles of Marketing in Travel and Tourism – COURSEWORK CONTENT  A1: Interrelationships between marketing and customer service  A2: Influence customer decisions and meeting needs  A3: The marketing mix  A4: Impact of marketing mix and customer service  B1: The role of marketing in different organisations  B3: Influences of marketing activity.  B2: How marketing contributes to success					Unit 9: Visitor Attractions – COURSEWORK CONTENTA1: Types of visitor attractionsA4: Importance of secondary spendB3: Exceed expectationsB1: Different types of visitors and expectationsA2: Scale, scope and appeal of visitor attractionsB1: Different types of visitors and expectationsTechnologyB2: Products and services							
Assessment	Submission of unit 3 p	Submission coursework											
Independent Study (by wk)	1. A1: Marketing segmentation A1: Promotional activities	2. A1: Obtaining	3. A3: The marketing mix A3: The marketing mix	4. A4: Potential impacts A4: The potential impacts	5. Consolidate		A1: Research two attractions A2: Regeneration	A2: Appea of natural and man- made attraction including	of charitie B1: Excee expectati	Interpred	tation pre al		Coursework preparation

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							customer					
							types			_		
					10. Consolidate	C1: Reliable		,	C1:	Coursework		
	6. B1 Marketing	7. B2 Growth	8. B3	9. B4: Impact on		market	visitor	present data	Sponsorship	preparation	preparation	
	aims	strategies	Internal/external	organisations		research	numbers	C1: Break-	C1: Image and			
			factors			C1: Brandir	-	even analysis	reputation			
						visitor	Indicators of					
						attraction	success					
Ethos	Sustainability, Responsible Travel, Employment, Family				Sustainability, women in society, climate change							
	Talk with Tour Operato											
ACADEMY	Independence, critical	thinking and evaluation	Independence, critica	Independence, critical thinking and evaluation								
KEY SKILLS												
Careers	Careers within travel and tourism industry – links to topic – added to lessons – travel development,				Careers within travel and tourism industry – links to topic – added to lessons – marketing, analysist, roles in sustainability and							
	analysist, booking platforms				corporate conscience, roles at various attractions e.g. working for the Merlin Group, at a site such as Drayton manor							
Cycle 3	Unit 3: Principles of Marketing in Travel and Tourism – COURSEWORK CONTENT				Unit 1 and Unit 2 revision for retake exams							
	C – Carry out your own market research in order to identify a new travel and tourism product				Final coursework deadlines							
	D – Produce a promotional campaign for a new travel and tourism product				Individual study programme depending on student							
	C1: Collecting marketing research C3: Using data											
	C2 Analysis market research											
	D1: Designing a promotional campaign											
	D2: Producing promoti	onal material										
Assessment	Learning Aim: C and D	- submit coursework	Coursework completion, Exams									
Independent	<ol> <li>Collecting</li> </ol>	2. Sources of	3. Importance of	<ol><li>Qualitative and</li></ol>	5. Case							
study (by	market	secondary	validity,	quantitative	studies							
week	research	research	reliability and									
			currency									
	6. Identifying	7. Creating	8. Justifying									
	target	promotional	promotional									
	markets	campaign	campaign									
Ethos	Ethics in advertising											
ACADEMY	Independence, critical thinking and evaluation											
KEY SKILLS		-										
I KE I SKILLS												