

	Year 12				Year 13							
Intent	To understand the travel and tourism industry											
<b>Cycle 1</b> 11 Weeks	<b>Unit 1: The World of Travel and Tourism - EXAM CONTENT</b> A1: Types of tourism A2: Types of travel A3: Types of travel and tourism customer C1: Importance of the UK as a global destination B4: Technology in travel and tourism C2: Employment opportunities C3: Visitor numbers B2: Key travel and tourism sectors B3: Interrelationships and interdependencies				<b>Unit 2: Global Destinations – EXAM CONTENT</b> A1: Geographical awareness A2: Types of attraction A3: Appeal and types of tourism 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 E1: Political factors E2: Economic climate E3: Accessibility and availability C3: Cost factors C4: Types of customers and their needs E4: Image and promotion E5: Changing markets E6: Natural disasters E7: Climate and its influence of travel							
Assessment	Mock exam – unit 1 exam				Exam 11 <sup>th</sup> Jan 2024							
Independent Study (by wk)	1. Holiday experience	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 assessments C3: Cost a holiday	
	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	Revision
Ethos	Employment opportunities, types of customers Trip?				Cultural diversity Talk from Travel Agent Manager							
ACADEMY KEY SKILLS	Independence, critical thinking and evaluation				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							
<b>Cycle 2</b>	<b>Unit 3: Principles of Marketing in Travel and Tourism – COURSEWORK CONTENT</b> A1: Interrelationships between marketing and customer service A2: Influence customer decisions and meeting needs A3: The marketing mix B1: The role of marketing in different organisations B2: How marketing contributes to success A4: Impact of marketing mix and customer service B3: Influences of marketing activity.				<b>Unit 9: Visitor Attractions – COURSEWORK CONTENT</b> A1: Types of visitor attractions A2: Scale, scope and appeal of visitor attractions A3: Ways in which visitor attractions are funded B3: Exceed expectations A4: Importance of secondary spend B1: Different types of visitors and expectations B2: Products and services B4:							
Assessment	<b>Submission of unit 3 part A and B coursework</b>				<b>Submission coursework</b>							
Independent Study (by wk)	1. A1: Marketing segmentation A1: Promotional activities	2. A1: Obtaining feedback A3: The marketing mix	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: Appeal of natural and man-made attraction including	A3: Funding of charities B1: Exceeding expectations	B4: Interpretation B4: Virtual Queuing	Coursework preparation	Coursework preparation

								customer types				
	6. B1 Marketing aims	7. B2 Growth strategies	8. B3 Internal/external factors	9. B4: Impact on organisations	10. Consolidate		C1: Reliable market research C1: Branding a visitor attraction	C1: Research visitor numbers C1: Indicators of success	C1: Ways to present data C1: Break-even analysis	C1: Sponsorship C1: Image and reputation	Coursework preparation	Coursework preparation
Ethos	Sustainability, Responsible Travel, Employment, Family Talk with Tour Operator				Sustainability, women in society, climate change							
ACADEMY KEY SKILLS	Independence, critical thinking and evaluation				Independence, critical thinking and evaluation							
Careers	Careers within travel and tourism industry – links to topic – added to lessons – travel development, analyst, booking platforms				Careers within travel and tourism industry – links to topic – added to lessons – marketing, analyst, roles in sustainability and corporate conscience, roles at various attractions e.g. working for the Merlin Group, at a site such as Drayton manor							
<b>Cycle 3</b>	<b>Unit 3: Principles of Marketing in Travel and Tourism – COURSEWORK CONTENT</b> C – Carry out your own market research in order to identify a new travel and tourism product D – Produce a promotional campaign for a new travel and tourism product C1: Collecting marketing research    C3: Using data C2 Analysis market research D1: Designing a promotional campaign D2: Producing promotional material				<b>Unit 1 and Unit 2 revision for retake exams</b> <b>Final coursework deadlines</b> <b>Individual study programme depending on student</b>							
Assessment	Learning Aim: C and D – <b>submit coursework</b>				Coursework completion, Exams							
Independent study (by week)	1. Collecting market research	2. Sources of secondary research	3. Importance of validity, reliability and currency	4. Qualitative and quantitative	5. Case studies							
	6. Identifying target markets	7. Creating promotional campaign	8. Justifying promotional campaign									
Ethos	Ethics in advertising Visit to Premier Inn/Alton Towers?											
ACADEMY KEY SKILLS	Independence, critical thinking and evaluation											
Careers	Careers within travel and tourism industry – links to topic – added to lessons – marketing and promotion											