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|  | **Year 12** | | | | **Year 13** | | | | | | | | | | | | |
| Intent | To understand the travel and tourism industry | | | |  | | | | | | | | | | | | |
| **Cycle 1** 11 Weeks | **Unit 1: The World of Travel and Tourism** **- EXAM CONTENT**  A1: Types of tourism C2: Employment opportunities  A2: Types of travel C3: Visitor numbers  A3: Types of travel and tourism customer B2: Key travel and tourism sectors  C1: Importance of the UK as a global destination B3: Interrelationships and interdependencies  B4: Technology in travel and tourism | | | | **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 C4: Types of customers and their needs B2: Advantages and disadvantages of travel routes C1: Travelling planning C2: Understanding travel itineraries  D1: Consumer trends affecting the appeal E4: Image and promotion D2: Motivating and enabling factors affecting the appeal E5: Changing markets E1: Political factors E6: Natural disasters E2: Economic climate E7: Climate and its influence of travel  E3: Accessibility and availability | | | | | | | | | | | | |
| Assessment | Mock exam – unit 1 exam | | | | Exam 11th Jan 2024 | | | | | | | | | | | | |
| Independent Study (by wk) | 1.Holiday experience  2. A2: Job Opportunities | 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 | | | | | | | | | | | | |
| **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 CONTENT**  A1: Types of visitor attractions A4: Importance of secondary spend  B3: Exceed expectations A2: Scale, scope and appeal of visitor attractions B1: Different types of visitors and expectations B4: Technology A3: Ways in which visitor attractions are funded B2: Products and services | | | | | | | | | | | | |
| Assessment | ***Submission of unit 3 part A and B coursework*** | | | | ***Submission coursework*** | | | | | | | | | | | | |
| Independent Study (by wk) | 1. A1: Marketing segmentation A1: Promotional activities | 1. A1: Obtaining feedback   A3: The marketing mix | 1. A3: The marketing mix   A3: The marketing mix | 1. A4: Potential impacts   A4: The potential impacts | 1. Consolidate |  | A1: Research two attractions  A2: Regeneration | | A2: Appeal of natural and man-made attraction including customer types | | A3: Funding of charities  B1: Exceeding expectations | | B4: Interpretation  B4: Virtual Queuing | | Coursework preparation | | Coursework preparation |
|  | 1. B1 Marketing aims | 1. B2 Growth strategies | 1. B3 Internal/external factors | 1. B4: Impact on organisations | 1. 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, analysist, booking platforms | | | | Careers within travel and tourism industry – links to topic – added to lessons – marketing, analysist, roles in sustainability and 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**  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 | | | | ***Unit 1 and Unit 2 revision for retake exams***  ***Final coursework deadlines***  ***Individual study programme depending on student*** | | | | | | | | | | | | |
| Assessment | Learning Aim: C and D – ***submit coursework*** | | | | Coursework completion, Exams | | | | | | | | | | | | |
| Independent study (by week | 1. Collecting market research | 1. Sources of secondary research | 1. Importance of validity, reliability and currency | 1. Qualitative and quantitative | 1. Case studies |  |  | |  | |  | |  | |  | |  |
|  | 1. Identifying target markets | 1. Creating promotional campaign | 1. 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 | | | |  | | | | | | | | | | | | |