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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 opportunitiesA2: Types of travel C3: Visitor numbersA3: Types of travel and tourism customer B2: Key travel and tourism sectorsC1: 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 awarenessA2: Types of attractionA3: Appeal and types of tourism C3: Cost factors B1: Different types of gateways and transport hubs C4: Types of customers and their needsB2: Advantages and disadvantages of travel routesC1: Travelling planningC2: Understanding travel itineraries D1: Consumer trends affecting the appeal E4: Image and promotionD2: Motivating and enabling factors affecting the appeal E5: Changing marketsE1: Political factors E6: Natural disastersE2: 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 experience2. A2: Job Opportunities  | 2.A2: JobopportunitiesC3: Visitor numbers  | 3.B2: TransporthubsB2: Airline case study | 4.B2: Visitor attractionsB2: National Tourist Boards | 5.B2: Trade AssociationsB2: Travel services | 6.B3: Inter-relationshipsRevision  | A3: Research Rishikesh | B1: Different gateways B1: Transport hubs | B2: Appropriate transport routsB2: Transport provides  | C1: Sources of informationC2: Timings for international travel | C2: Risk assessmentsC3: Cost a holiday |  |
| 7. B4 Technology in travel and tourism8. 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 sustainabilityD1: Research Botswana | D1: Research MarbellaD2: Motivating factors | E1: Research Saudi ArabiaE4: Image and promotion  | E6: Natural disastersE7: 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 serviceA2: Influence customer decisions and meeting needsA3: The marketing mix A4: Impact of marketing mix and customer serviceB1: 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 expectationsA2: Scale, scope and appeal of visitor attractions B1: Different types of visitors and expectations B4: TechnologyA3: 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 segmentationA1: 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: InterpretationB4: 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 numbersC1: Indicators of success | C1: Ways to present data C1: Break-even analysis  | C1: SponsorshipC1: 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 productD – Produce a promotional campaign for a new travel and tourism productC1: Collecting marketing research C3: Using dataC2 Analysis market research D1: Designing a promotional campaignD2: 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
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| 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 |  |