

Year 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit 1	<p><u>The world of Travel and Tourism</u></p> <p><u>Types of Travel and Tourism</u></p> <p>A1 - Types of travel A2 - Types of travel A3 - Types of travel and tourism customer</p> <p><u>Types of Travel and Tourism Organisations, their roles and the products and Services they offer to customers</u></p> <p>B1 - Ownership and operating aims B2 - Roles, products and services of the key sectors in the travel and tourism industry B3 - Interrelationships and Interdependencies in the travel and tourism industry B4 - Technology in travel and tourism</p> <p>AO1 - Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved</p> <p>AO2 - Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios</p>	<p><u>The Scale of the Travel and Tourism Industry</u></p> <p>C1 - Importance of the UK as a global destination C2 - Employment in travel and tourism C3 - Visitor numbers C4 - Income and spending</p> <p><u>Factors Affecting the travel and Tourism Industry</u></p> <p>D1 - Product development innovation D2 - Other factors affecting organisations in the travel and tourism industry D3 - Responses of travel and tourism organisations to external and internal factors</p> <p>AO3 - Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers</p> <p>AO4 Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers</p>				

Unit 3			<p><u>Principles of Marketing in Travel and Tourism</u></p> <p><u>The role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</u></p> <p>A1 - Interrelationships between marketing and customer service in travel and tourism organisations A2 - Influencing customer decisions and meeting needs A3 - The marketing mix used by travel and tourism organisations A4 - Potential impacts of the marketing mix and customer service</p> <p>A01 - Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</p>	<p><u>Examine the impact that marketing activities have success of different travel and tourism organisations</u></p> <p>B1 - The role of marketing in different travel and tourism organisations B2 - How marketing contributes to the success of travel and tourism organisations B3 - Influences on Marketing Activity</p> <p>B01 - Examine the impact that marketing activities have on the success of different travel and tourism organisations</p>	<p><u>Carry out market research in order to identify a new tourism product or service</u></p> <p>C1 - Collecting Market Research C2 - Analysing Market Research Data C3 - Using research results to help identify a new product or service</p> <p>C01 - Carry out market research in order to identify a new travel and tourism product or service</p>	<p><u>Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</u></p> <p>D1 - Design a promotional campaign to meet state objectives D2 - Producing promotional material and activities</p> <p>D1 - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p>
Unit 2	<p><u>Global Destinations</u></p> <p><u>Geographical awareness, locations and features giving appeal to global destinations</u></p> <p>A1 - Geographical awareness A2 - Features and appeal of destinations A3 - Appeal and types of tourism</p> <p><u>Potential advantages and disadvantages of travel options to access global destinations</u></p> <p>B1 - Different types of gateways and transport hubs and their facilities</p>	<p><u>Travel planning, itineraries, costs and suitability matched to customer needs</u></p> <p>C1 - Travel planning and the potential advantages and disadvantages of transport options C2 - Understanding of travel itineraries C3 - Cost factors C4 - Type of customers and their needs</p> <p><u>Consumer Trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</u></p> <p>D1 - Consumer trends affecting the appeal of global destinations</p>				

	<p>B2 - B2 Potential advantages and disadvantages of travel routes and transport providers</p> <p>A01 - Demonstrate knowledge and understanding of the location, features and appeal of global destinations</p> <p>A02 - Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support</p>	<p>D2 - Motivating and enabling factors affecting the appeal of global destinations</p> <p><u>Factors affecting the popularity and appeal of destinations</u></p> <p>E1 - Political factors E2 - Economic factors E3 - Accessibility and availability E4 - Image and promotion E5 - Changing markets E6 - Natural disasters E7 - Climate and its influence on travel</p> <p>A03 - Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers</p> <p>A04 - Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations</p>				
Unit 9			<p><u>Visitor Attractions</u></p> <p><u>Investigate the nature, role and appeal of visitor attractions</u></p> <p>A1 - Types of visitor attractions A2 - Scale, Scope and appeal of visitor attractions A3 - Ways in which attractions are funded A4 - Importance of additional revenue generation strategies for visitor attractions</p>	<p><u>Examine how visitor attractions meet the diverse expectations of visitors</u></p> <p>B4 - Use of technology and its importance for visitor attractions</p>		

			<p><u>Examine how visitor attractions meet the diverse expectations of visitors</u></p> <p>B1 - Different types of visitors and their diverse expectations B2 - Products and services provided, including primary and secondary opportunities B3 - Ways to meet and exceed visitor expectations</p> <p>A - Investigate the nature, role and appeal of visitor attractions. B - Examine how visitor attractions meet the diverse expectations of visitors</p>	<p><u>Explore how visitor attractions respond to competition and measure their success and appeal</u></p> <p>C1 - Strategies for responding to competition C2 - Success and appeal using data analysis to measure visitor trends and visitor numbers</p> <p>B - Examine how visitor attractions meet the diverse expectations of visitors C - Explore how visitor attractions respond to competition and measure their success and appeal</p>		
--	--	--	--	---	--	--