

Students are only able to pick this subject up at KS5, although there are links to other subjects at KS4 such as GCSE Business, and GCSE Geography.

Year Group	Autumn	Spring	Summer
12	<p>Unit 1 The World of Travel and Tourism Types of Travel and Tourism The scale of the travel and tourism industry</p> <p>Unit 3 – Principles of Marketing in Travel and Tourism Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism Examine the impact that marketing activities have on the success of different travel and tourism organisations</p>	<p>Unit 1 The World of Travel and Tourism The types of travel and tourism organisations, their roles and the products and services they offer to customers Factors affecting the travel and tourism industry</p> <p>Unit 3 – Principles of Marketing in Travel and Tourism Carry out market research in order to identify a new travel and tourism product or service Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</p>	<p>During this summer term the focus is on the exams that the students will sit in June.</p> <p>Students will be learning how to prepare for exams effectively.</p> <p>Students will be revising all the content.</p> <p>Students will be learning how to interpret questions and case studies.</p> <p>Students will be learning how to manage their time in exams effectively.</p>
13	<p>Unit 2 Global Destinations Geographical awareness, locations and features giving appeal to global destinations Potential advantages and disadvantages of travel options to access global destinations Travel planning, itineraries, costs and suitability matched to customer needs</p>	<p>Unit 2 Global Destinations Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations Factors affecting the popularity and appeal of destinations</p> <p>Unit 9 – Visitor Attractions Investigate the nature, role and appeal of visitor attractions Examine how visitor attractions meet the diverse expectations of visitors</p>	<p>Unit 9 – Visitor Attractions Explore how visitor attractions respond to competition and measure their success and appeal</p>