

## KS5 Curriculum Plan 2021-22

		LP1	LP2	LP3	LP4	LP5
<b>Year 12</b>	<b>TOPIC</b>	<b>Unit 1 - The World of Travel and Tourism</b> <b>Unit 2 - Global Destinations</b>	<b>Unit 1 - The World of Travel and Tourism</b> <b>Unit 2 - Global Destinations</b>	<b>Unit 1 - The World of Travel and Tourism</b> <b>Unit 2 - Global Destinations</b>	<b>Unit 1 - The World of Travel and Tourism</b> <b>Unit 2 - Global Destinations</b>	<b>Unit 2 - Global Destinations</b>
	<b>Knowledge</b>	Unit 1 – Learning Aim A -Types of travel and tourism Students will learn the different types of tourism and many purposes for travel. These will vary according to customer type and need.  Unit 2 – Learning Aim A – The Geographical awareness, locations and features giving appeal to global destinations	Unit 1 - Learning Aim B - The types of travel and tourism organisations, their roles and the products and services they offer to customers.  Unit 2 - Learning Aim B - Potential advantages and disadvantages of travel options to access global destinations	Unit 1 – Learning Aim C - The scale of the travel and tourism industry  Unit 2 - Learning Aim C - Travel planning, itineraries, costs and suitability matched to customer needs	Unit 1 - Learning Aim D – The factors affecting the travel and tourism industry  Unit 2 – Learning Aim D - Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations	Unit 2 – Learning Aim E - Factors affecting the popularity and appeal of destinations
	<b>Skills</b>	<b>Unit 1:</b>				
	<b>Key Vocab</b>	National, local, global, destinations, industries, organisations, tourism, Locations, features, customer types and customer needs.	Aims, objectives, goals, transportation, routes, transport hubs, transport gateways, transport providers and transport facilities.	Visitors, costs, organisations, industries, national, international, visitor numbers, employments rates, customer trends, transport routes and transport costings.	Organisations, industry, customer needs, customer requirements, Customer preferences, destination Popularity and destination appeal.	Visitor numbers, visitor popularity, spending, trends, destination safety, global choices and types of tourists.
<b>Year 13</b>	<b>TOPIC</b>					
	<b>Knowledge</b>	Unit 3 – Learning Aim A - Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism.  Unit 9 - Learning aim A: Investigate the nature, role and appeal of visitor attractions.  Unit 3 - Students will learn the Interrelationships between marketing and customer service in travel and tourism organisations. The marketing mix used by travel and tourism organisations and the potential impacts of the marketing mix and customer service.  Unit 9 – Students will learn the different types of visitor attractions, the scale, scope and what the appeal is of the visitor attractions.	Unit 3 – Learning Aim B - Examine the impact that marketing activities have on the success of different travel and tourism organisations.  Unit 9 - Learning aim B: Examine how visitor attractions meet the diverse expectations of visitors.  Unit 3 - Students will learn the role of marketing in different travel and tourism organisations. Students will also learn how marketing contributes to the success of travel and tourism organisations.  Unit 9 – Students will learn the different types of visitors and their diverse expectations.	Unit 3 – Learning Aim C - Carry out market research in order to identify a new travel and tourism product or service.  Unit 9 - Learning aim C: Explore how visitor attractions respond to competition and measure their success and appeal.  Unit 3 - Students will learn how and why collecting market research data will help identify a new product or service, within the travel and tourism industry.  Unit 9 – Students will learn the different strategies for responding to competition.	Unit 3 – Learning Aim D - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.  Unit 3 - A promotional campaign for a new product or service for a travel and tourism organisation or destination, based on the application of market research data, including production of promotional material or activity.	Year 13 students will finish their level 3 T&T course after their coursework is complete and their last external assessment is sat in LP4.
	<b>Skills</b>	<b>Unit 3:</b>				
	<b>Key Vocab</b>	Destinations, attractions, marketing, customer service, price, promotion, place, product, departmental and organisational aims and objectives.	Visitor types, the marketing department, marketing principles, communication, marketing plans and promotional methods.	Destinations, service type, product type, target audience, promotional methods and methods of communication.	Market research, primary data, secondary data, research, competitor's information and sales	