Travel & Tourism Learning Journey

YEAR 13

- 3.1 **Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism**
- 3.2 **Examine the impact that marketing activities have on the success of different travel and tourism organisations**
- 3.4 **Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives**
- 2A **Geographical awareness**
- 2E **Factors affecting changing popularity**
- 2D **Consumer trends**
- 2c **Travel planning**
- 2B **Potential advantages and disadvantages of travel options**
- 3.3 **Carry out market research in order to identify a new travel and tourism product or service**
- UNIT 1: **Exam January**
- UNIT 3: **Principles of Marketing**
- **Y12>13 exams**
- UNIT 2: **Global destinations**
- 9.2 **Examine how visitor attractions meet the diverse expectations of visitors**
- 9.1 **Investigate the nature, role and appeal of visitor attractions**
- 1d **Factors affecting the travel and tourism industry**
- 1b **The types of travel and tourism organisations**
- 1c **The scale of the travel and tourism industry**
- 1a **Types of Travel and Tourism**
- UNIT 9: **Visitor Attractions**
- 9.3 **Explore how visitor attractions respond to competition and measure their success and appeal**

YEAR 12

- UNIT 1: **The World of Travel and Tourism**
- **Opportunity to resit Unit 2 Exam (January)**
- **Complete Assignment 1B**
- UNIT 3B: **Customer needs in travel and tourism**
- **Complete Unit 3B Assignment**
- **Complete Unit 3A Assignment**
- UNIT 3A: **https://docs.google.com/spreadsheets/d/1FcZNGZEIpF2zaAmFiAAHGn3BkRh33ijw2PtzKTrk0Sw/edit?usp=sharing**
- UNIT 2C: **Influences on Global Travel and Tourism**
- **Unit 1A Assignment (NEA)**
- **Aims of UK travel and tourism organisations**
- **(NEA)**

YEAR 11

- **Sit Unit 2 Exam (Summer)**
- **Preparation for Unit 2 Exam**
- **Practice Unit 1B Assignment (NEA)**
- **Practice Exam Paper**
- UNIT 2A & 2B: **Influences on Global Travel and Tourism**
- **Explore travel and tourism and tourist destinations**
- UNIT 1A: **Travel and Tourism Organisations**
- **Factors that influence global travel and tourism**
- **Mini Assignment - Holiday Destination Research**
- UNIT 1B: **Travel and Tourism Destinations**

YEAR 10

- **6 hours of supervised research**
- UNIT 2 **Exam Global Destinations** assessment (and Unit 1 resits if required)
- **Pre-release 2 weeks before assessment**
- UNIT 1: **The World of Travel and Tourism**

Welcome

To Travel and Tourism at The Weald