

Travel & Tourism Learning Journey



9.1 Investigate the nature, role and appeal of visitor attractions

9.2 Examine how visitor attractions meet the diverse expectations of visitors

3.4 Produce a promotional campaign for a new t&t product or service, to meet stated objectives

YEAR 13

UNIT 9: Visitor attractions

3.3 Carry out market research to identify a new t&t product or service

Y12>13 exams



2A Geographical awareness

UNIT 2: Global destinations

UNIT 2 Exam Global Destinations assessment (and Unit 1 resits if required)

6 hours of supervised research

Pre-release 2 weeks before assessment

2E Factors affecting changing popularity

2c Travel planning

2D Consumer trends

9.3 Explore how visitor attractions respond to competition and measure their success and appeal

2B Potential advantages and disadvantages of travel options

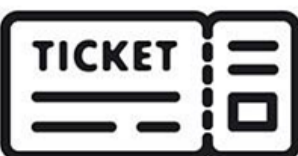
UNIT 1: Exam January

3.2 Examine how marketing activities effect the success of different t&t organisations

UNIT 3: Principles of marketing

3.1 Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism

1a Types of Travel and Tourism



YEAR 12

UNIT 1: The World of travel and tourism

1b The types of travel and tourism organisations

1c The scale of the travel and tourism industry

1d Factors affecting the t&t industry

Component 3B: Impacts of T&T and sustainability

Response to factors

Exam and/or assignment brief resits May

Government and partnerships

Managing impacts

YEAR 11

Component 3A: Factors influencing global T&T

Preparation for Component 2 assignments

Different types of travel and travel planning

Sit Component 2 assignments



Sit Unit 3 exam January

Component 3c: Destination management

Sit Component 1 Assignments

Component 2C: The needs of different types of

the role of consumer technology

YEAR 10

Component 2A & 2B: Customer needs in Travel and Tourism

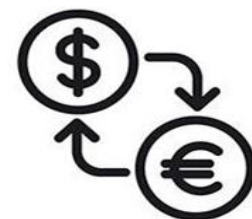
Using different types of market research to identify trends

Customer needs and preferences

Meeting customer needs

Practice Component 1 Assignment

Travel options to destinations



Ownership, aims and working together

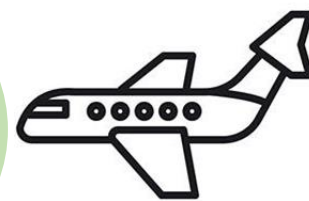
Component 1A: Major industry components

Popularity of destinations

Types of tourism and their activities

Component 1B: Visitor destinations

YEAR 9



Welcome To Travel and Tourism at The Weald