

Subject	Year 12 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Travel & Tourism	<p>Autumn Term</p> <p>Types of travel and tourism –</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge and types of organisations - Understanding of the travel and tourism industry structure, types of tourism and organisations involved. 2. Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios. <p>Business relationships –</p> <ol style="list-style-type: none"> 3. Understand and analyse the interdependencies and interrelationships of the governing bodies and component businesses within the industry. <p>Business trends and global importance –</p> <ol style="list-style-type: none"> 4. 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>Factors and their impact –</p> <ol style="list-style-type: none"> 5. Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations, their products and services and customers. 6. Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers. <p>Spring Term</p> <p>Global awareness –</p> <ol style="list-style-type: none"> 7. Demonstrate knowledge and understanding of the location, features and appeal of global destinations. 	<ul style="list-style-type: none"> • Read the unit book provided. • Use Quizlet for revision. • Watch travel documentaries to enhance learning of the industry and destinations. • BBC Travel programme/Podcasts. • Simon Reeves documentaries. • Lonely Planet. • Websites that provide information: - Visit Britain.Org. • Visit Britain.com. • Foreign and Commonwealth Office. • UNESCO. • CAA/ABTA/AITO key organisations.

8. Apply knowledge and understanding of the features that contribute to the appeal of the destinations and the types of tourism and activities that they support.

Factors and consumer trends –

9. Evaluate information to make informed decisions about the sustainability of travel plans, routes and itineraries to meet the needs of specified customers.
10. Evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations.

Summer/Autumn Term

Role of marketing –

11. Explore the role of marketing activities that influence customer decisions and meet the needs of customers.
12. Examine the impact that marketing activities have on the success of different travel and tourism organisations.

Market research –

13. Carry out market research in order to identify a new travel and tourism product or service.

Business plan –

14. Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.