

	Unit 1	Unit 2
Content title	Y12 - Unit 1 - The World of Travel and Tourism	Y12 - Unit 3 Principles of Marketing in Travel and Tourism
Purpose of the scheme	This unit provides the foundation for learners to study other units in travel and tourism. They will explore the key components and scale of the industry, using data to analyse key trends and their impact.	In this unit learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations.
Pre-read (suggested)		
Key knowledge and skills	Students will learn; Content area A: Types of travel and tourism. Content area B: The types of travel and tourism organisations, their roles and the products and services they offer to customers. Content area C: The scale of the travel and tourism industry. Content area D: Factors affecting the travel and tourism industry.	Students will learn; A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations. A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support. A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers. A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations
Key words / vocabulary	Inbound tourism Outbound tourism Domestic tourism Tourism Day visitor UNWTO Leisure travel Business travel Short break Stag or hen party Incentive travel Specialist travel Visiting friends and relatives (VFR) Individual travellers Couple Families Groups Business travellers Customers with specific needs Private business Sole trader Limited liability Bankrupt Liable Private Limited Company (Ltd) Shareholders Shares Public limited company (Plc) Volunteer Legacy Tangible Intangible	Marketing principles and definitions of marketing Interrelationships the marketing mix. Stated and unstated needs 4P's – Product, Price, Promotion and Place Mass and niche market

Curriculum Map – Travel and Tourism – Year 12



	Transport principals Short haul flights Medium haul flights Long haul flight Scheduled airlines. Charter airlines Low-cost airlines All-inclusive holidays Gateway Hub Hotelier Package holidays Niche market Franchise Catered Self-catered Commission Transfer Visa Excursion Static Yurt Tepee Lobby Arbitration Statutory Repatriation Economies of scale Horizontal integration Vertical integration Animatronics Augmented reality Global distribution system (GDS) Innovation	
Exam board		
End point		
Assessment method	Comment on when work will be assessed, PRP and how.	
Wider links	https://travelweekly.co.uk/	https://thebusinessstravelmag.com/
Career links	Clear links to the travel and tourism industry	Clear links to the travel and tourism industry