

Shoreham Academy Travel and Tourism department: 2 year curriculum map

Year Group	Autumn	Spring	Summer
Year 12	<p>Unit 1 The World of Travel and Tourism Types of Travel and Tourism The types of travel and tourism organisations, their roles and the products and services they offer to customers</p> <p>Unit 2 Global Destinations Geographical awareness, locations and features giving appeal to global destinations Potential advantages and disadvantages of travel options to access global destinations</p>	<p>Unit 1 The World of Travel and Tourism The scale of the travel and tourism industry Factors affecting the travel and tourism industry</p> <p>Unit 2 Global Destinations Travel planning, itineraries, costs and suitability matched to customer needs Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations Factors affecting the popularity and appeal of destinations</p>	During this term the students will prepare for and then sit the examination for Units 1 and 2.
Year 13	<p>Unit 3 – Principles of Marketing in Travel and Tourism Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism Examine the impact that marketing activities have on the success of different travel and tourism organisations</p> <p>Unit 9 – Visitor Attractions Investigate the nature, role and appeal of visitor attractions Examine how visitor attractions meet the diverse expectations of visitors</p>	<p>Unit 3 – Principles of Marketing in Travel and Tourism Carry out market research in order to identify a new travel and tourism product or service Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</p> <p>Unit 9 – Visitor Attractions Explore how visitor attractions respond to competition and measure their success and appeal</p>	The final deadline for both pieces of coursework will be during this term. Students may have to perform role plays or give presentations during this time.