

Shoreham Academy Travel and Tourism department: 2 year curriculum map

Travel and Tourism is not taught as a discrete subject prior to Key Stage 5. However, there are many links to Business for those who chose it as an option at GCSE.

The World of Travel, and Principles of Marketing are closely linked to parts of the specification at GCSE. There are also links within the Global Destinations element of the course which students will have experienced through GCSE Geography.

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 1 The World of Travel and Tourism The scale of the travel and tourism industry Factors affecting the travel and tourism industry</p> <p>Students will sit this exam in the January series</p>	<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>After learning about the Principles of Marketing the students will complete coursework for this unit.</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>If necessary students will be able to re-sit the January exam to improve their grade if required.</p> <p>Therefore there is a contingency plan to re-teach some content for those students at this point.</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>
Year 13	<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> <p>Students will sit this exam in the January series</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 Explore how visitor attractions respond to competition and measure their success and appeal</p> <p>After studying visitor attractions students will complete the coursework for this unit.</p>	<p>Students will complete and submit their visitor attractions coursework this term.</p> <p>Any final re-sits will be completed this term and one to one teaching will take place as required during this time.</p>