Year 12 Travel and Tourism

Term One

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Introduction to Travel and Tourism	Types of Travel	Sectors		Interdependencies	Use of technology
Introduce Unit 1 exam	Types of Tourism	Key Principals			

Term Two

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Scale & Scope of T&T Sector	Developments in T&T	Impact of developments	External factors	How business respond to factors	Revision for Unit 1 exam
Employment & Trends	Impact of developments	External factors	Impacts of external factors	Revision for Unit 1 exam	

Term Three

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Revision for Unit 1 exam	Unit 1 exam	Marketing Processes	Growth theories	Apply external factors	Apply to LA B coursework
	Introduce Unit 3 exam and segmentation	Development of brands	Internal and external factors	Globalisation	

Term Four

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Introduce Unit 3 LA C	Analyse research methods	SMART objectives	Create LA D promotional campaign		Correct LA C and LA D coursework
Research types and methods	Apply to LA C	Application of the marketing mix	Complete LA D coursework		

Term Five

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Target markets	SWOT analysis	Links between customer service and marketing	Apply to coursework LA A	Complete LA A coursework	Correct LA A coursework
Segmentation	PESTLE analysis	Apply to coursework LA A	Application of Butler's TALC	Recap marketing processes	

Term Six

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Start content for Unit 2 exam	Geographical locations - topography, natural phenomena	Geographical locations - climate, weather	Butler's TALC	Research into different types of destination	Work Experience
Geographical locations - continents, oceans		visitor attractions and tourist facilities and amenities	Specialist and cultural tourism		