Year 13 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	Key Principals	Interdependencies	Use of technology
Introduce Unit 1 eam	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
Apply corrections to all Unit 3 coursework	Apply corrections to all Unit 3 coursework	Apply corrections to all Unit 3 coursework	Apply corrections to all Unit 3 coursework	Apply corrections to all Unit 3 coursework	Apply corrections to all Unit 3 coursework

Term Six

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6