



They will investigate the role and commercial success of both natural and built visitor attractions and how these attractions succeed in delivering a memorable visitor experience, which includes how they appeal and respond to diverse visitor needs.

Explore how visitor attractions respond to competition and measure their success and appeal

- Different types of visitors and their diverse expectations
- Products and services provided, including primary and secondary spend opportunities

### Types of visitor attractions

#### Scale, scope and appeal of visitor attractions

Use of technology and its importance for visitor attractions

Ways in which visitor attractions are funded

Importance of additional revenue generation strategies for visitor attractions

- Travel planning and the potential advantages and disadvantages of transport options
- Understanding of travel itineraries
- Cost factors
- Type of customers and their needs

**JANUARY**  
Unit 1 and Unit 2

- Political factors
- Economic climate
- Accessibility and availability
- Image and promotion

Changing markets  
Natural disasters  
Climate and its influence  
on travel

Consumer trends affecting the appeal of global destination

Motivating and enabling factors affecting the appeal of global destinations

Different types of gateways and transport hubs and their facilities  
Potential advantages and disadvantages of travel routes and transport providers

## UNIT 2

### Travel Planning

## UNIT 2

### Advantages & Disadvantages to access Global Destinations

## UNIT 2

### Global Destinations

Geographical awareness  
Features and appeal of  
destinations  
Appeal and types of  
tourism

## UNIT 1

### Factors Affecting the Travel and Tourism Industry

## MOCK EXAMS

JUNE/JULY

How the statistical trend can be analysed to show growth or decline  
Income and spending

Ownership and operating aims  
The key sectors of the travel and tourism industry  
Components of the industries roles  
interdependencies in the travel and tourism industry

## UNIT 1

### Scale of the Travel and Tourism Industry

## UNIT 1

### Products, Services and Technology

## UNIT 1

### Organisations and their Roles

The importance of the UK as a global destination  
Employment in travel and tourism  
Visitor numbers within different types of tourism

- The products and services offered to different customers
- The difference between tangible and intangible products and services
- Technology in travel and tourism

- Types of tourism
- Types of travel
- Types of travel and tourism customers

## UNIT 1

### Types of Travel and Tourism

Carry out market research in order to identify a new travel and tourism product or service

## UNIT 3

### Produce a promotional campaign for new Travel & Tourism

### Producing promotional materials and activities

## UNIT 3 Market Research task

- Collecting market research data
- Analysing market research data
- Using research results to help identify a new product or service

## Designing a promotional campaign to meet stated objectives

### UNIT 3

#### The impact of marketing activities in Travel and Tourism

Interrelationships between marketing and customer service in travel and tourism  
Influencing customer decisions and meeting needs

## UNIT 3

### Principles of Marketing in Travel and Tourism

## What you will learn in Year 12

In Year 12, students will be taught Unit 3: Principles of Marketing in Travel and Tourism. This involves completing two pieces of coursework, covering four learning aims and will evaluate how the interrelationships of marketing and customer service influence customer decisions and meet customer needs. As part of Unit 3, primary and secondary data is collected and used to create a promotional campaign with promotional objectives. Students will then be taught Unit 1: The World of Travel and Tourism. This module of the syllabus highlights the importance of the travel and tourism industry to the UK economy. In the summer term students may start Unit 2: Global Destinations. The start of this module focuses on the features and appealing factors of global destinations.

The marketing mix used by travel and tourism organisations

Potential impacts of the marketing mix and

Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism

YEAR  
12

YEAR  
12

CLICK ON ANY YEAR BUTTONS TO TAKE YOU TO AN **IN-DEPTH LEARNING JOURNEY** FOR THAT YEAR