Great Marlow School
Excellence • Compassion • Integrity

TRAVEL & TOURISM LEARNING LADDER

The Travel and Tourism industry is extremely important to the UK economy. There are many different influences on the industry, and these are changing continually in response to developments economically, socially and politically around the world. By studying Travel and Tourism, students will learn skills that will open many doors to a wide range of vocations.

YEAR 13

EXTERNAL ASSESSMENT
MAY/JUNE

Revision and preparation for summer examinations.

Revision

UNIT 9 Visitor Attractions Responding to Competition
- Strategies for responding to competition
- Success and appeal, using data analysis to measure visitor trends and visitor numbers
- Explore how visitor attractions respond to competition and measure their success and appeal

UNIT 9 Visitor Attractions meeting Diverse Expectations
- Different types of visitors and their diverse expectations
- Products and services provided, including primary and secondary spend opportunities
- Ways to meet and exceed visitor expectations
- Use of technology and its importance for visitor attractions

UNIT 9 Visitor Attractions
- Types of visitor attractions
- Scale, scope and appeal of visitor attractions
- Investigate the nature, role and appeal of visitor attractions
- Ways in which visitor attractions are funded
- Importance of additional revenue generation strategies for visitor attractions

What you will learn in Year 13
In Year 13, 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 also be taught Unit 9: Visitor Attractions. For this, students will complete coursework covering three learning aims. 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.

UNIT 3 Produce a promotional campaign for a new Travel & Tourism product
- Collecting market research data
- Analysing market research data
- Using research results to help identify a new product or service
- Carry out market research in order to identify a new travel and tourism product or service
- Producing promotional materials and activities
- Designing a promotional campaign to meet stated objectives

UNIT 3 Market Research task

UNIT 3 The impact of marketing activities in Travel and Tourism
- Influences on marketing activity
- The role of marketing in different travel and tourism organisations
- How marketing contributes to the success of travel and tourism organisations

UNIT 3 Principles of Marketing in Travel and Tourism
- Interrelationships between marketing and customer service in travel and tourism
- Influencing customer decisions and meeting needs
- Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
- The marketing mix used by travel and tourism organisations
- Potential impacts of the marketing mix and customer service

YEAR 12

MOCK EXAMS
JUNE/JULY

UNIT 2 Factors Affecting the Appeal of Destinations
- Political factors
- Economic climate
- Accessibility and availability
- Image and promotion
- Changing markets
- Natural disasters
- Climate and its influence on travel

UNIT 2 Consumer Trends
- Consumer trends affecting the appeal of global destination
- Motivating and enabling factors affecting the appeal of global destinations

UNIT 2 Travel Planning
- Travel planning and the potential advantages and disadvantages of transport options
- Understanding of travel itineraries
- Cost factors
- Type of customers and their needs

UNIT 2 Adavantages & Disadvantages to access Global Destinations
- Different types of gateways and transport hubs and their facilities
- Potential advantages and disadvantages of travel routes and transport providers

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
- Product development and innovation
- Economic, media, social, government, safety and environmental factors
- Responses of the travel and tourism organisation to internal and external factors

UNIT 1 Scale of the Travel and Tourism Industry
- The importance of the UK as a global destination
- Employment in travel and tourism
- Visitor numbers within different types of tourism
- How the statistical trends can be analysed to show growth or decline
- Income and spending

UNIT 1 Products, Services and Technology
- The products and services offered to different customers
- The difference between tangible and intangible products and services
- Technology in travel and tourism

UNIT 1 Orangisations and their Roles
- 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 Types of Travel and Tourism
- Types of tourism
- Types of travel
- Types of travel and tourism customers

What you will learn in Year 12
In Year 12, students will 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. Students will also be taught Unit 2: Global Destinations. This module focuses on the features and appealing factors of global destinations. As part of the course, students will be assessed on their ability to locate global places of interest to the tourist trade. The evaluation of trends to other places in the world and how different travel plans and itineraries best meet different customer needs is an interesting topic of study.
The assessment of Part A is a travel and tourism scenario in which students carry out independence research.
The assessment of Part B is a written exam, whereby students use their notes to complete a set task.

ABTA The Travel Association

YEAR 12 ◀ CLICK ON ANY YEAR BUTTONS TO TAKE YOU TO AN **IN-DEPTH LEARNING JOURNEY** FOR THAT YEAR

Opportunities are Created • Potential is Realised • Excellence is Achieved