

Year 12	T1	T2	T3	T4	T5	T6
Content / Topic for Term	<p>Introduction lesson</p> <p>Unit 1 – The world of travel and tourism</p> <ul style="list-style-type: none"> • Learning aim A • Learning aim B • Learning aim C 	<p>Unit 1 – The world of travel and tourism</p> <ul style="list-style-type: none"> • Learning aim C • Learning aim D • Examination preparation 	<p>Unit 1 – The world of travel and tourism</p> <p>Examination preparation</p> <p>Unit 2 – Global destinations</p> <ul style="list-style-type: none"> • Learning aim A • Learning aim B • Learning aim C 	<p>Unit 2 – Global destinations</p> <ul style="list-style-type: none"> • Learning aim C • Learning aim D • Learning aim E • Examination preparation • Pre-release task preparation <p>Unit 1 – The world of travel and tourism</p> <ul style="list-style-type: none"> • Re-sit Examination preparation 	<p>Unit 2 – Global destinations</p> <ul style="list-style-type: none"> • Examination preparation • Pre-release task preparation <p>Unit 3 – Principles of marketing in travel and tourism</p> <ul style="list-style-type: none"> • Learning aim A <p>Unit 1 – The world of travel and tourism</p> <ul style="list-style-type: none"> • Re-sit Examination preparation 	<p>Unit 3 – Principles of marketing in travel and tourism</p> <ul style="list-style-type: none"> • Learning aim A • Learning aim B
Key Knowledge for acquisition, recall and application in assessment or exam	<p>Learning aim A: Types of travel and tourism</p> <p>Learning aim B: The types of travel and tourism organisations, their roles and the products and</p>	<p>Learning aim C: The scale of the travel and tourism industry</p> <p>Learning aim D: Factors affecting the travel and tourism industry</p>	<p>Learning aim A: Types of travel and tourism</p> <p>Learning aim B: The types of travel and tourism organisations, their roles and the products and</p>	<p>Learning aim C: Travel planning, itineraries, costs and suitability matched to customer needs.</p> <p>Learning aim D: Consumer trends, motivating and enabling factors</p>	<p>Learning aim A: Geographical awareness, locations and features giving appeal to global destinations</p> <p>Learning aim B: Potential advantages and</p>	<p>Learning aim A: Interrelationships between marketing and customer service in travel and tourism organisations.</p> <p>Learning aim B: Examine the impact that marketing</p>

	<p>services they offer to customers.</p> <p>Learning aim C: The scale of the travel and tourism industry</p>		<p>services they offer to customers</p> <p>Learning aim C: The scale of the travel and tourism industry</p> <p>Learning aim D: Factors affecting the travel and tourism industry</p> <p>Learning aim A: Geographical awareness, locations and features giving appeal to global destinations</p> <p>Learning aim B: Potential advantages and disadvantages of travel options to access global destinations</p>	<p>and their potential effect on the popularity and appeal of global destinations.</p> <p>Learning aim E: Factors affecting the popularity of and appeal of destinations.</p>	<p>disadvantages of travel options to access global destinations</p> <p>Learning aim C: Travel planning, itineraries, costs and suitability matched to customer needs.</p> <p>Learning aim D: Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations.</p> <p>Learning aim E: Factors affecting the popularity of and appeal of destinations.</p> <p>Learning aim A: Interrelationships</p>	<p>activities have on the success of different travel and tourism organisations.</p>
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			Learning aim C: Travel planning, itineraries, costs and suitability matched to customer needs.		between marketing and customer service in travel and tourism organisations.	
Key skills to apply in assessment or exam	<ul style="list-style-type: none"> Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Outline 	<ul style="list-style-type: none"> Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Outline 	<ul style="list-style-type: none"> Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Illustrate Justify Outline <p>Communication skills:</p> <ul style="list-style-type: none"> Article Email Report Travel Plan 	<ul style="list-style-type: none"> Analyse Discuss Calculate Complete Describe Discuss Evaluate Explain Give Identify Illustrate Justify Outline <p>Communication skills:</p> <ul style="list-style-type: none"> Article Email Report Travel Plan 	<ul style="list-style-type: none"> Analyse Evaluate Explain Illustrate Justify <p>Communication skills:</p> <ul style="list-style-type: none"> Article Email Report Travel Plan 	<ul style="list-style-type: none"> Analyse Evaluate Explain Identify <p>Communication skills:</p> <ul style="list-style-type: none"> Marketing campaign Market research
Title of Knowledge	• Unit 1 learning aim A	• Unit 1 learning aim C	• Unit 1 learning aim A	• Unit 2 learning aim A	• Unit 2 learning aim A	• Unit 3 learning aim A

Organiser	<ul style="list-style-type: none"> • Unit 1 learning aim B 	<ul style="list-style-type: none"> • Unit 1 learning aim D 	<ul style="list-style-type: none"> • Unit 1 learning aim B • Unit 1 learning aim C • Unit 1 learning aim D • Unit 2 learning aim A • Unit 2 learning aim B • Unit 2 learning aim C 	<ul style="list-style-type: none"> • Unit 2 learning aim B • Unit 2 learning aim C • Unit 2 learning aim D • Unit 2 learning aim E • Unit 1 learning aim A • Unit 1 learning aim B • Unit 1 learning aim C • Unit 1 learning aim D 	<ul style="list-style-type: none"> • Unit 2 learning aim B • Unit 2 learning aim C • Unit 2 learning aim D • Unit 2 learning aim E • Unit 3 learning aim A • Unit 1 learning aim A • Unit 1 learning aim B • Unit 1 learning aim C • Unit 1 learning aim D 	<ul style="list-style-type: none"> • Unit 3 learning aim B
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