



Year 12

Types of travel and tourism



Tourism Organisations, Ownership and operating aims



The key sectors of the travel and tourism industry

Features and appeal of destinations



The scale of the travel industry



Factors affecting the travel industry

Appeal and types of tourism



Travel planning, itineraries matched to customer needs



travel options to access global destinations

Factors affecting the popularity and appeal of destinations



Consumer trends, motivating and enabling factors



Year 13

Influencing customer decisions and meeting needs



Interrelationships between marketing and customer service

Impacts of the marketing mix on customer service

Market research for new tourism products



Designing a marketing campaign for a new product

Influences of segmentation on marketing activity

How visitor attraction meet the diverse needs of visitors



the nature, role and appeal of visitor attractions

Attractions and their response to competition

KS5 Travel & Tourism