

Subject: Travel and Tourism

Year 12	Year 13
<p><u>The World of Travel and Tourism:</u> students will explore the key components and scale of the travel and tourism industry, developing the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. They will also gain an understanding of how travel and tourism organisations work together to benefit both themselves and their customers.</p>	<p><u>Principles of Marketing in Travel and Tourism:</u> student will learn about the importance of meeting customer expectations and communicating with customers effectively, as well as investigating the different stages that an organisation or tourist destination goes through when marketing their products or services.</p>
<p><u>Global Destinations:</u> students will investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations.</p>	<p><u>Visitor Attractions:</u> students will develop analytical skills while investigating the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.</p>