



**Course  
Overview  
(Y12)**

**Unit 1 – The World of Travel and Tourism -**

Format - Written exam (1.5 hours)

What is included?

- Types of tourism
- Types of travel
- Travel and tourism organisations
- Factors affecting the travel and tourism industry

**Unit 2 – Global destinations**

Format – set task completed in supervised conditions (3 hours)

What is included?

- Geographical awareness, locations and features giving appeal to global destinations
- Potential advantages and disadvantages of travel options to access global destinations
- Consumer trends, motivating and enabling factors which affect popularity and appeal of global destinations

**Unit 3 – Principles of marketing in travel and tourism**

Format – coursework (completion of 4 assignments)

What is included?

- Explore the importance of focusing on meeting customer needs to the success of marketing activities in travel and tourism organisations
- Examine the impact that marketing activities have on the success of different travel and tourism organisations
- Develop a marketing plan using research data that provides a viable business case
- Investigate how the marketing plan meets industry and customer needs

**Unit 9 – Visitor attractions**

Format – coursework (completion of 3 assignments)

What is included?

- Investigate the nature, role and appeal of visitor attractions

	<ul style="list-style-type: none"><li>• Examine how visitor attractions meet the diverse expectations of visitors</li><li>• Explore how visitor attractions respond to competition and measure their success and appeal</li></ul>
<b>Useful websites</b>	
<b>Essential text books and reading list</b>	