

Curriculum Area: APPLIED CERT/DIPLOMA LEVEL 3 TOURISM



		Autumn1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12		The UK Tourism Product	The UK Tourism Product	The UK Tourism Product Worldwide Tourism Destinations	The UK Tourism Product Worldwide Tourism Destinations	The World of Travel & Tourism Principles of marketing	The Dynamic Tourism Industry
		Types of tourists Appeal of UK destinations Industry sectors Types of UK destinations	Marketing UK destinations Employment opportunities Skills, qualities & qualifications Employment trends Management of UK tourism destinations	Motivational factors for travelling Types of holidays Transport options & methods Changes in accessibility Analysis of climate data	Plan, assess & justify marketing campaigns for tourism destinations Prep & planning for Unit 2 controlled assessment	Resubmission of controlled assessment (if required) Exam preparation – Unit 1	External pressures Changing needs, fashions & expectations
Assessments		<i>assessments LO1 & LO2</i>	<i>Trial Exam – Unit 1</i>	<i>assessments LO3 & LO4</i>	<i>Controlled assessment Unit 2</i>	<i>Unit 1 examination</i>	<i>assessment of LO1</i>

Year 13		The Dynamic Tourism Industry	The Dynamic Tourism Industry Event & Itinerary Planning	Event & Itinerary Planning	Event & Itinerary Planning	Exam prep	N/A
		Recent transport developments Use of ICT developments Strategies for managing heritage & cultural attractions Management of sensitive tourist destinations Response to climate change	Current issues facing the global tourism industry Business Planning Elements How tourism events can be evaluated	Types of tour operators Characteristics of UK tourism markets Analysis of data in tourism Itineraries & how they meet tourist needs Itinerary objectives, management, presentation & justification	Preparation for Unit 4 controlled assessment Exam preparation - Unit 3		
Assessments		<i>Assessment LO2</i>	<i>Trial exam – unit 3</i>	<i>Assignment 2 unit 7</i>	<i>Controlled assessment Unit 4</i>	<i>Unit 3 examination</i>	