

**Subject:**

**Curriculum Intent Document:**

**KS5**

	Year 12	Year 13
Autumn 1 and 2	<p>1 (Unit 1 – External Exam Unit)</p> <p>Content covered, including knowledge and skills</p> <p><b>Core Lessons</b></p> <p>C1 – Types of tourism (domestic, inbound, outbound, leisure, business)</p> <p>C2 – Types of customers and their needs</p> <p>C3 – Key sectors (transport, accommodation, tour operators, travel agents, attractions)</p> <p>C4 – Structure of the travel and tourism industry</p> <p><b>Expansion Lessons</b></p> <p>E1 – Global tourism trends and patterns</p> <p>E2 – Sustainability and ethical tourism</p>	<p>(Unit 2 – External Exam Unit)</p> <p>Core Lessons</p> <p>C1 – Global destinations and geography</p> <p>C2 – Natural and built attractions</p> <p>C3 – Climate and tourism patterns</p> <p>C4 – Customer needs and destination appeal</p> <p>Assessment</p> <p>Preparation for <b>External Exam (Unit 2)</b></p>

	<p>Assessment</p> <p>Preparation for <b>External Exam (Unit 1)</b> Students begin developing exam technique and extended writing skills.</p> <p>Links to British Values and SMSC</p> <p>Students explore cultural diversity, respect, and global awareness through the study of tourism.</p> <p>Career Opportunities</p> <p>Travel consultant Cabin crew Tour operator</p> <p>Literacy: Key Words and Terminology</p> <p>Inbound Outbound Tour operator Visitor attraction Sustainability</p>	
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<p>Spring 1</p>	<p>(Unit 1 Completion + Exam)</p> <p>Core Lessons</p> <p>C1 – Scale of the industry (employment, visitor numbers, income)  C2 – Factors affecting tourism (economic, political, technological)  C3 – Global events and trends  C4 – Exam technique and revision</p> <p>Assessment</p> <p><b>External Examination (January – Pearson)</b>  Students sit Unit 1 exam.</p>	<p>Spring 1 (Unit 2 Exam)</p> <p>Core Lessons</p> <p>C1 – Comparing destinations  C2 – Sustainability and tourism impact  C3 – Revision and exam practice  C4 – Exam technique</p> <p>Assessment</p> <p><b>External Examination (January / May – Pearson)</b></p>
<p>Spring 2</p>	<p>Spring 2 (Unit 3 – Coursework Unit)</p> <p>Core Lessons</p> <p>C1 – Purpose of marketing in travel and tourism  C2 – Market segmentation and target markets  C3 – Customer decision-making  C4 – Market research methods</p>	<p>Spring 2 ( Unit 9 – Coursework Unit)</p> <p>Core Lessons</p> <p>C1 – Types of visitor attractions  C2 – Role of attractions in tourism  C3 – Visitor needs and expectations  C4 – Factors affecting success</p>

	<p><b>Expansion Lessons</b>  E1 – Digital marketing and social media  E2 – CRM systems</p> <p>Assessment</p> <p>Start of <b>Internally Assessed Coursework (Unit 3)</b></p>	<p>Assessment</p> <p>Start of <b>Coursework (Unit 9)</b></p>
Summer 1 and 2	<p>Summer 2 (HT6: Unit 3 Completion)</p> <p>Core Lessons</p> <p>C1 – Marketing mix (product, price, promotion, place)  C2 – Branding and promotion strategies  C3 – Developing a marketing plan  C4 – Evaluating effectiveness</p> <p>Assessment</p> <p><b>Coursework Completion + Internal Moderation</b></p>	<p>Summer 2 (HT6: Unit 9 Completion)</p> <p>Core Lessons</p> <p>C1 – Operations and management  C2 – Customer experience  C3 – Financial challenges  C4 – Evaluation and improvement</p> <p>Assessment</p> <p><b>Coursework Completion + Internal Moderation</b></p>
Summer 2		

