



# Year 12 – Applied Tourism Curriculum

		<b>Holly Lodge High School</b> College of Science				
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>	The United Kingdom Tourism Product	The United Kingdom Tourism Product	The United Kingdom Tourism Product	Worldwide Tourism Destinations	Worldwide Tourism Destinations	Worldwide Tourism Destinations
<b>Key Tasks</b>	<b>LO1</b> Understand types of tourists  <b>LO2</b> Know UK Tourism destinations	<b>LO3</b> Understand employment options within the UK tourism industry	<b>LO4</b> Understand managing UK tourism destinations	<b>LO1</b> Understand the motivation for travel	<b>LO2</b> Understand the range and appeal of worldwide tourism destinations	<b>LO3</b> Plan marketing campaigns for tourism destinations
<b>Assessment</b>	External Assessment Exam	External Assessment Exam	External Assessment Exam	Internal Synoptic Coursework	Internal Synoptic Coursework	Internal Synoptic Coursework

# Year 13 – Applied Tourism Curriculum

 <span style="float: right;"> <b>Holly Lodge High School</b>            College of Science         </span>						
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Focus</b>	The Dynamic Tourism Industry	The Dynamic Tourism Industry	The Dynamic Tourism Industry	Event and Itinerary Planning	Event and Itinerary Planning	Event and Itinerary Planning
<b>Key Tasks</b>	<b>LO1</b> Understand the range of external pressures and changing customer needs and expectations	<b>LO2</b> Understand recent developments in transport and technology within the global tourism industry	<b>LO3</b> Understand how Increased environmental awareness has affected the global tourism industry  <b>LO4</b> Understand current issues facing the tourism industry	<b>LO1</b> Understand the process of planning tourism events	<b>LO2</b> Understand the nature of UK inbound and domestic tourism	<b>LO3</b> Be able to develop itineraries for UK tours
<b>Assessment</b>	External Assessment Exam	External Assessment Exam	External Assessment Exam	Internal Synoptic Coursework	Internal Synoptic Coursework	Internal Synoptic Coursework