

CURRICULUM OVERVIEW 2019-20

SUBJECT:TRAVEL AND TOURISM

YEAR 11

<p>TERM ONE</p> <p>Main topic, skills and content:</p>	<p>Travel and Tourism Products and Services</p>	<p>BYOD</p> <p>Tourism Products and services: Students where ask them to identify the products and services in Tourism Industry. They will be allotted fixed timing to do Research on that particular topic, based on that at the end will conduct a Questionnaire Session.</p>	<p>ASSESSMENTS:</p> <ol style="list-style-type: none"> 1. Analysis and description of world map 2. Describe the features and facilities available in given locations
<p>TERM TWO</p> <p>Main topic, skills and content:</p>	<p>Marketing and promotion</p> <p>(a) Role and function of marketing and promotion</p> <p>(b) Market segmentation and targeting</p> <p>(c) '4P' as part of the marketing mix</p>	<p>BYOD</p> <p>Preparation of Tour Itinerary</p> <p>Students in group will be given a particular country and they need to research on major tourism spot in that particular country, attractions over there, and at last they need to prepare a "Tour Itinerary" for 5 Days/ 4 Nights</p> <p>BYOD</p> <p>Tour operator: Research on Tour operator, how it works, example of Tour operators, Service they provide to customer. And then they need to</p>	<p>ASSESSMENTS:</p> <ol style="list-style-type: none"> 3. Explain the different market segments targeted by travel and tourism providers 4. Differentiate between travel and tourism products and services

		prepare "Brochure "for your imaginary Tour Operation firm	
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