



Subject	Year	Term
Tourism	12	1
Topic		
The United Kingdom Tourism Product & Worldwide Tourism Destinations		
Content (Intent)		
Prior Learning (Topic) Key Stage 4		
Students who studied GCSE Geography and Business Studies will have been provided with a grounding in the knowledge and understanding that will help in these topics in Year 12.		
Future Learning (Topic) The United Kingdom Tourism Product & Worldwide Tourism Destinations		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
1. LO1. Ways in which tourists can be grouped into different categories. The appeal of the UK as a tourism destination. LO2. How the UK tourism industry is composed of a number of distinct sectors, the roles of these sectors and the products and services they provide. The UK is competing with other destinations to attract inbound tourists. Countries and regions within the UK are competing to attract visitors. How marketing principles are used in marketing tourism destinations	Term 3 – End of year external exam for Unit 1. Term 1 - Early Hurdle Mock exam covering Unit 1. Regular key terms tests. Homework assignments which will include at least one formal exam style question or task per week.	
2. LO1. A range of factors can motivate different tourist types to travel to worldwide destinations. The variety of motivations of tourists to choose different types of holiday. LO2. The appeal of long haul tourism destinations. Evaluation of transport options for tourists within long haul and short haul tourism destinations. Changes in the accessibility of short haul tourism destinations. Analyse climate data for short and long haul tourism destination.		
How can parents help at home?		
Encourage attendance at the weekly support sessions that run throughout the year after school and at lunchtime.		
Helpful further reading/discussion (including Reading and Vocabulary Lists)		
Reading www.visitbritain.com Institute of Travel and Tourism - www.itt.co.uk Introducing Travel and Tourism; Bob Holland and Ray Youell Travel and Tourism; Richard Sharpley Travel and Tourism Case Studies: Stephen Rickerby	Vocabulary Lists Inbound Outbound Domestic Vfr Dark Tourism Leisure Ecotourism Natural Attractions	Built Attractions Reputation And Status Accommodation Providers Tour Operators vertical integration Guiding & Information Services Travel Agent