



Subject		Year	Term
Tourism		12	2
Topic			
The United Kingdom Tourism Product & Worldwide Tourism Destinations			
Content (Intent)			
Prior Learning (Topic)		The United Kingdom Tourism Product & Worldwide Tourism Destinations	
The United Kingdom Tourism Product LO1 and LO2. Worldwide Tourism Destinations LO1 and LO2			
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)	
<p>1. LO3. Evaluate a range of employment opportunities within the UK tourism industry. The skills, qualities and qualifications required to work in the UK tourism industry. Employment trends within the UK tourism industry.</p> <p>2. LO3. Plan marketing campaigns for tourism destinations. Assess materials for use in marketing campaigns for tourism destinations. Justify marketing campaigns for tourism destinations.</p>		<p>Term 3 – End of year external exam for Unit 1.</p> <p>Term 1 - Early Hurdle Mock exam covering Unit 1.</p> <p>Regular key terms tests.</p> <p>Homework assignments which will include at least one formal exam style question or task per week.</p>	
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)			
<b>Reading</b> 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		<b>Vocabulary Lists</b> NGOs Advertising Market research ‘pop-ups’ Apps TICs Seasonal Direct Employment Indirect Employment Multiplier Effect	
		Butler model Demographics Stakeholders Success Indicator Adventure Tourism Changing Costs Transport Operator Target Market	