



Subject		Year	Term
Tourism		12	3
Topic			
The United Kingdom Tourism Product & Worldwide Tourism Destinations			
Content (Intent)			
<b>Prior Learning (Topic)</b>		The United Kingdom Tourism Product & Worldwide Tourism Destinations	
The United Kingdom Tourism Product LO1, LO2 & LO3. Worldwide Tourism Destinations LO1 and LO2			
<b>Future Learning (Topic)</b>		The Dynamic Tourism Industry & Event & Itinerary Planning	
What Knowledge and Skills will be taught (Implementation)		How will your understanding be assessed & recorded (Impact)	
<p>1. LO4 The importance of managing UK tourism destinations. Factors which could impact on the future development of UK tourism destinations.</p> <p>EXTERNAL EXAM REVISION – Unit 1</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>SUBMISSION OF INTERNAL ASSESSMENT – Unit 2</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)			
<p><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</p>		<p><b>Vocabulary Lists</b></p>	