



Subject	Year	Term
Tourism	13	1
Topic		
The Dynamic Tourism Industry & Event and Itinerary Planning		
Content (Intent)		
Prior Learning (Topic) The United Kingdom Tourism Product & Worldwide Tourism Destinations The United Kingdom Tourism Product & Worldwide Tourism Destinations		
Future Learning (Topic) The Dynamic Tourism Industry & Event and Itinerary Planning		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
3. LO1. External pressures on the UK tourism industry. How the UK tourism industry has met the changing needs, fashions and expectations of customers. LO2. The recent developments in transport technology. How the tourism industry has made use of new information and communication technology. 4. LO1. Assessing the business planning elements of tourism events How tourism events can be evaluated. LO2. The types of inbound and domestic tour operators. The characteristics of the UK inbound and domestic tourism markets. Analyse of data relating to the UK inbound and domestic tourism markets.	Term 1 - Early Hurdle Mock exam covering Unit 3. Regular key terms tests. Homework assignments which will include at least one formal exam style question or task per week.	
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 Equality Technological Developments Ethical Considerations Environmental Quality mark Green Tourism Scheme Environmental Awareness SSSI sites	Displacement, infrastructure, Transport technology Global Distribution Systems (GDS), Customer demographics Customer origins Economic value Market Segmentation