



Subject	Year	Term
Tourism	13	2
Topic		
The Dynamic Tourism Industry & Event and Itinerary Planning		
Content (Intent)		
Prior Learning (Topic) The Dynamic Tourism Industry & Event and Itinerary Planning		
Unit 3 The Dynamic Tourism Industry LO1 and LO2. Unit 4 Event and Itinerary Planning LO1 and LO2		
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)	
<p>3. LO3. Strategies used to manage important heritage and cultural attractions. How sensitive tourism destinations are managed. How the tourism industry has responded to the threat of climate change.</p> <p>4. LO2. How the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types.</p> <p>LO3. The objectives of a UK tour itinerary. The key elements of managing tour itineraries.</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>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</p>	<p>Vocabulary Lists Databases Destination Management Organisations (DMOs) UNESCO Tourism Concern Responsible travel Ecotourism National Park AONB Tourism Carrying Capacity</p>	<p>Zoning Sustainability Indicators Climate change Green Hotelier, Emerging markets OTAs Socio-cultural impact Globalisation Regulations, Security</p>