Bishop Heber High School

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