Bishop Heber High School

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) Exam Preparation

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
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. 4. LO2. How the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types. LO3. The objectives of a UK tour itinerary. The key elements of managing tour itineraries.	Term 3 – End of year external exam for Unit 1. 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

Databases
Destination Management Organisations (DMOs)
UNESCO
Tourism Concern
Responsible Travel
Ecotourism
National Park
AONB
Tourism Carrying Capacity
Zoning
Sustainability Indicators
Climate Change
Green Hotelier
Emerging Markets
OTAs
Socio-Cultural Impact
Globalisation
Regulations
Security