



Subject	Year	Term
<b>Tourism</b>	<b>12</b>	<b>2</b>
Topic		
<b>The United Kingdom Tourism Product &amp; Worldwide Tourism Destinations</b>		
Content (Intent)		
<b>Prior Learning (Topic)</b> The United Kingdom Tourism Product & Worldwide Tourism Destinations		
The United Kingdom Tourism Product LO1 and LO2. Worldwide Tourism Destinations LO1 and LO2.		
<b>Future Learning (Topic)</b> The United Kingdom Tourism Product & Worldwide Tourism Destinations		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
<p>1. LO3. Evaluate a range of employment opportunities within the UK tourism industry. The skills, qualities and qualifications required to work in the UK tourism industry. Employment trends within the UK tourism industry.</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>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> NGOs Advertising Market research 'pop-ups' Apps TICs Seasonal Direct Employment Indirect Employment Multiplier Effect</p>	<p>Butler model Demographics Stakeholders Success Indicator Adventure Tourism Changing Costs Transport Operator Target Market</p>