Bishop Heber High School

Subject	Year	Term
Tourism	12	2

Topic

The United Kingdom Tourism Product & Worldwide Tourism Destinations

Content (Intent)

Prior Learning (Topic) The United Kingdom Tourism Product & Worldwide Tourism Destinations

The United Kingdom Tourism Product LO1 and LO2.
Worldwide Tourism Destinations LO1 and LO2

Future Learning (Topic) The United Kingdom Tourism Product & Worldwide Tourism Destinations

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
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. 2. LO3. Plan marketing campaigns for tourism destinations. Assess materials for use in marketing campaigns for tourism destinations. Justify marketing campaigns for tourism destinations.	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

NGOs
Advertising
Market research
'pop-ups'
Apps
TICs
Seasonal
Direct Employment
Indirect Employment
Multiplier Effect
Butler model
Demographics
Stakeholders
Success Indicator
Adventure Tourism
Changing Costs
Transport Operator
Target Market