Bishop Heber High School

Subject	Year	Term
Tourism	12	3

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, LO2 & LO3.
Worldwide Tourism Destinations LO1 and LO2

Future Learning (Topic) The Dynamic Tourism Industry & Event & Itinerary Planning

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
1. LO4 The importance of managing UK tourism destinations. Factors which could impact on the future development of UK tourism destinations. EXTERNAL EXAM REVISION – Unit 1 2. LO3. Plan marketing campaigns for tourism destinations. Assess materials for use in marketing campaigns for tourism destinations. Justify marketing campaigns for tourism destinations. SUBMISSION OF INTERNAL ASSESSMENT – Unit 2	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	Vocabulary Lists
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	