

Level 3 Tourism

UNIT TITLE: Unit 1: The United Kingdom Tourism Product

Assessment: External

<p>Lesson order</p> <ol style="list-style-type: none"> 1. What are the different types of tourist/tourism? 2. Why is the UK an appealing tourist destination? 3. What does tourism within the UK look like? 4. What are the different tourism destinations within the UK? 5. What is the role of marketing within UK tourism? 6. What are the employment roles within the UK tourism industry? 7. What are the skills and qualifications required to work within tourism? 8. How have employment trends in UK tourism changed? 9. Why do UK tourist destinations need managing? 10. What is the future of UK tourism destinations? 	<p>Assessment Mini-tests will take place throughout each topic. 3 mini-mocks will take place during the unit as in class-assessments. The topics covered will be:</p> <ul style="list-style-type: none"> • Tourism within the UK • Employment within tourism • Changing tourism trends in the UK <p>Homework/Independent Study Will be set each week by the class teacher. Tasks will include:</p> <ul style="list-style-type: none"> • Further reading • Guided research into tourism sectors • Guided writing practice <p>Links to previous learning</p> <ul style="list-style-type: none"> • Impact of tourism on development of countries (geography GCSE). • Role of tourism as an opportunity in hot deserts (geography GCSE). • The impact of different factors on the development of countries (including GDP, government legislation, environmental factors (geography GCSE). <p>Notes This unit is externally assessed in June. 1 Hour 30 minute exam 75 marks Within the teaching of this unit students should have the opportunities to:</p> <ul style="list-style-type: none"> • Visit workplaces e.g. attractions/accommodation providers. • Have opportunities for visiting speakers e.g. local tourist board or tourism businesses. • Carry out a practical activity based around an observation or survey within a tourism destination.
<p>Specification Content</p>	<p>Teaching List</p>
<p>LO1: Understand the types of tourists AC 1.1 Describe ways in which types of tourist can be classified. AC 1.2 Explain the appeal of the UK as a tourism destination</p>	<p>Types of tourists • inbound • outbound • domestic • business • visiting friends and relatives (VFR) • leisure • special interest • education • sports • adventure • health/medical • dark • cultural/religious • ecotourists • backpacker/youth. Appeal • natural attractions • built/purpose built attractions • events • transport methods and facilities • business facilities, reputation and status • weather and climate</p>
<p>LO2 Know UK tourism destinations</p>	<p>Sectors • accommodation providers • attractions • tour operators • travel agents • transport organisations • guiding</p>

<p>C 2.1 Describe sectors of the UK tourism industry</p> <p>AC 2.2 Describe types of UK tourism destinations</p> <p>AC 2.3 Describe how different organisations market UK tourism</p>	<p>and information services • non-governmental organisations (NGO's) • charitable organisations • government organisations</p> <p>Types • coastal • cultural • countryside • city</p> <p>Marketing principles: • market research • segmentation and target marketing • marketing mix - 5 Ps – Product, Price, Place, • Promotion, People • marketing objectives</p> <p>Marketing tourism destinations Public sector organisations: • Tourist Information Centres (TICs) and • visitor centres • national tourist boards • regional tourist boards • destination marketing organisations (DMO's) • local authorities Private sector organisations: • attractions • accommodation providers • transport providers • tour operators • travel agents Voluntary sector organisations: • conservation groups • pressure groups • local community groups • Digital marketing: • websites • apps • blogs • social media</p>
<p>LO3 Understand employment options within the UK tourism industry</p> <p>C 3.1 Evaluate the range of employment opportunities within the UK tourism industry</p> <p>C 3.2 Describe skills, qualities and qualifications required to work in the UK tourism industry</p> <p>AC 3.3 Analyse employment trends within the UK tourism industry</p>	<p>Employment opportunities • seasonal • temporary/permanent • management, supervisory, operative • sectors of UK tourism industry.</p> <p>Skills, qualities and qualifications • personal and inter-personal • technical • practical • qualities, e.g. - honesty - reliability • qualifications</p> <p>Employment trends • direct and indirect employment • part time/flexible contracts • seasonal work • graduate opportunities • apprenticeships • employment agencies • sources of data</p>
<p>LO4 Understand managing UK tourism destinations</p> <p>AC 4.1 Explain the importance of managing UK tourism destinations.</p> <p>AC 4.2 Discuss factors which could impact on the future development of UK tourism destinations.</p>	<p>Importance of managing objectives of destination management • multiplier effect • Butler model • changing trends and fashions • competition • changing customer demographics • economic • social • environmental • stakeholder needs, e.g. - tourism businesses - local communities.</p> <p>Factors • image and reputation • political factors • social factors • economic factors • environmental factors</p>