

## Level 3 Tourism

### UNIT TITLE: Unit 2: Worldwide Tourism Destinations

#### Assessment: Internal

<p><b>Lesson order</b></p> <ol style="list-style-type: none"> <li>1) Why do people travel to worldwide destinations?</li> <li>2) Why go on holiday?</li> <li>3) What is the appeal of a long-haul holiday?</li> <li>4) What are the transport options for long-haul destinations?</li> <li>5) What are the transport options for short-haul destinations?</li> <li>6) How has accessibility for short-haul tourism changed?</li> <li>7) What is the impact of tourism on climate?</li> <li>8) How does marketing work to promote tourism?</li> </ol> <p>Following taught content students will complete their internal assessment under controlled conditions.</p>	<p><b>Assessment</b> Mini-tests will take place throughout each topic.</p> <hr/> <p><b>Homework/Independent Study</b> Will be set each week by the class teacher. Tasks will include:</p> <ul style="list-style-type: none"> <li>• Further reading</li> <li>• Guided research into tourism sectors</li> <li>• Guided writing practice</li> </ul> <hr/> <p><b>Links to previous learning</b> This unit required learners to draw on knowledge from unit 1 on:</p> <ul style="list-style-type: none"> <li>• The types of tourist</li> <li>• Destination appeal</li> <li>• Principles of marketing</li> </ul> <hr/> <p><b>Notes</b> Performance bands for the internal assessment can be found on the exam board specification. This unit is internally assessment and externally moderated. All assessments must be completed under controlled assessment conditions.</p>
<p><b>Specification Content</b></p> <p>LO1 Understand the motivation for travel AC 1.1 Explain the range of factors that can motivate tourists to travel to worldwide destinations AC 1.2 Explain motivations of tourists to choose different types of holiday</p> <p>LO2 Understand the range and appeal of worldwide tourism destinations AC 2.1 Explain the appeal of long haul tourism destinations</p>	<p><b>Teaching List</b></p> <p>Factors that can motivate • purpose of visit, e.g. - visiting friends and relatives (VFR) - business - sport - education - holiday • image and reputation • time • cost • facilities/attractions • security/safety • climate • events Types of holiday • backpackers • independent • touring, e.g. caravan • all inclusive • package • special interest • sports • cruise • adventure tourism</p> <p>Appeal • image and reputation • landscape features • attractions • facilities • events • culture.</p>

<p>AC 2.2 Evaluate transport options for tourists within long haul tourism destinations.</p> <p>AC 2.3 Describe transport methods to short haul destinations.</p> <p>AC 2.4 Explain changes in the accessibility of short haul tourism destinations</p> <p>AC 2.5 Analyse climate data for short and long haul tourism destination</p>	<p>Transport options • buses • subway/suburban railway • tourist bus • taxis • car hire/private car • miscellaneous tourist transport • cycle</p> <p>Transport methods • air • sea/Ferry • cruise • road • fly/drive</p> <p>Changes • new developments • changing costs • tour operators • transport operator</p> <p>Climate data • temperature max/min • average &amp; range of temperature • precipitation totals and seasonal changes • humidity • high/low season</p>
<p>LO3 Plan marketing campaigns for tourism destinations</p> <p>AC 3.1 Plan marketing campaigns for tourism destinations</p> <p>AC 3.2 Assess materials for use in marketing campaigns for tourism destinations</p> <p>AC 3.3 Justify marketing campaigns for tourism destinations</p>	<p>Plan • aims and objectives • present and potential markets • resources • timescales • impacts</p> <p>Materials • structure • use of persuasive language • maps and images • leaflets, brochures, websites • consideration of the target market • appropriate strategy Content • appeal • attractions • facilities • events</p> <p>Justifications • presentation of a case for action • statistical information • evidence to support use of materials and approach taken • use of persuasive language</p>