

Level 3 Tourism

UNIT TITLE: Unit 3: The dynamic tourism industry

Assessment: External

<p>Lesson order</p> <ol style="list-style-type: none"> 1) What are the external pressures on the UK tourism industry? 2) How has tourism in the UK remained 'fashionable'? 3) How has transport changed? 4) What is the role of ICT within tourism? 5) How are heritage sites managed? 6) How are sensitive sites managed? 7) Will climate change force the tourism industry to change? 8) What are the issues facing the global tourism industry? 9) What are the issues within the UK tourism industry? 	<p>Assessment Mini-tests will take place throughout each topic. 4 mini-mocks will take place during the unit as in class-assessments. The topics covered will be:</p> <ul style="list-style-type: none"> • The UK tourism industry • Changes in the tourism industry • Managing tourism • Issues within tourism <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>LO1 Understand the range of external pressures and changing customer needs and expectations AC 1.1 Describe the range of external pressures on the UK tourism industry AC 1.2 Describe how the UK tourism industry has met the changing needs, fashions and expectations of customers</p>	<p>Teaching List</p> <p>External pressures • environmental, e.g. climate change, severe weather • Economic, e.g. fall in living standards, exchange rates • political, e.g. legislation, terrorism</p> <p>Changing needs, fashions and expectations Planning to meet: • higher expectations • wider range of needs • equality/disability • changes in lifestyle • working patterns • technological developments • ethical considerations • environmental awareness • new activities, e.g. - gap year -</p>

	volunteer tourism - medical/health tourism - music/festival tourism
LO2 Understand recent developments in transport and technology within the global tourism industry AC 2.1 Describe recent developments in transport technology AC 2.2 Discuss how the tourism industry has made use of new information and communication technology	Developments • airlines/airports, e.g. larger/more efficient aircraft • road, e.g. new bridges, motorways • rail, e.g. HS2/HS3 • water, e.g. fast ferries, cruise liners • impacts - economic - environmental – social Information and communication technology • GDS • databases • online bookings and payments • websites/email • feedback • ticketless travel • apps • social media • apple watches and similar device
LO3 Understand how increased environmental awareness has affected the global tourism industry AC 3.1 Explain strategies used to manage important heritage and cultural attractions AC 3.2 Examine how sensitive tourism destinations are managed AC 3.3 Evaluate how the tourism industry has responded to the threat of climate change	Strategies • education • signage • visitor management • limiting visitor numbers • restricted opening times • designation • conservation • interpretation Managed • designation, e.g. National Parks, AONB's, SSSI's • carrying capacity • zoning • restricting access • sustainability indicators • education Responses • transport • accommodation • tour operators • destinations - coastal - mountain
LO4 Understand current issues facing the tourism industry AC 4.1 Discuss issues facing the global tourism industry AC 4.2 Assess how the UK tourism industry manages current issues	Issues • emergence of new markets, e.g. China and India • terrorism – ensuring the safety of tourists • epidemics and pandemics • impacts on LEDC's • globalisation Manages current issues • movement, availability and cost of labour • passport and visa requirements • regulations • security • infrastructure planning, e.g. airport expansion • exchange rates