

### Level 3 Tourism

## UNIT TITLE: Unit 4: Event and itinerary planning

### Assessment: Internal

<p><b>Lesson order</b></p> <ol style="list-style-type: none"> <li>1) How are tourism events planned?</li> <li>2) How can we evaluate tourism events?</li> <li>3) What is the role of inbound and domestic tour operators?</li> <li>4) What are tourism markets in the UK like?</li> <li>5) What are the trends on UK tourism data?</li> <li>6) To what extent do tour itineraries meet customer needs?</li> <li>7) How are tour itineraries set up and managed?</li> </ol> <p>Following taught content students will complete their internal assessment under controlled conditions.</p>	<p><b>Assessment</b></p> <p>Mini-tests will take place throughout each topic.</p>
	<p><b>Homework/Independent Study</b></p> <p>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>
	<p><b>Links to previous learning</b></p> <p>This unit is the designated synoptic unit. Learners are required to draw on skills and knowledge developed in Units 1,2 3 of the course.</p>
<p><b>Specification Content</b></p> <p>LO1 Understand the process of planning tourism events AC 1.1 Assess the business planning elements of tourism events AC 1.2 Explain how tourism events can be evaluated</p> <p>LO2 Understand the nature of UK inbound and domestic tourism AC 2.1 Describe the types of inbound and domestic tour operators</p>	<p><b>Teaching List</b></p> <p>Business planning elements • tourism events, e.g. sporting, cultural, business, social • purpose • resources • finance/budget • legal aspects • risk assessment • timescales • target market • marketing • foreseen/unforeseen problems. Evaluation methods • feedback • observation • qualitative analysis • quantitative analysis</p> <p>Types • national • local • inbound • domestic</p> <p>Characteristics • customer types • transport • destinations • guiding • partnerships</p>

<p>AC 2.2 Examine the characteristics of the UK inbound and domestic tourism markets</p> <p>AC 2.3 Analyse data relating to the UK inbound and domestic tourism markets</p> <p>AC 2.4 Assess how the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types</p>	<p>Data • trends • customer demographics • customer origins • regional patterns • economic value</p> <p>AC 2.4 Assess how the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types</p>
<p>LO3 Be able to develop itineraries for UK tours</p> <p>AC 3.1 Explain objectives of a UK tour itinerary</p> <p>AC 3.2 Explain the key elements of managing tour itineraries</p> <p>AC 3.3 Present a UK tour itinerary</p> <p>AC 3.4 Justify the structure of UK tour itineraries</p>	<p>Objectives • financial • customer experience • educational</p> <p>Elements • planning • costing • purpose • timescales • geographic area • transport • legal • budget • administration • appropriate attractions and activities • accommodation • guiding</p> <p>Presentation • structure of information • use of appropriate images • use of persuasive language • consideration of target audience</p> <p>Justification • purpose • timescales • geographic area • transport • legal • budget • administration • appropriate attractions and activities • accommodation • guiding</p>