

Sets (s): N/A-LP2

YEAR 12B-PJH

SUBJECT – Travel and Tourism-Unit 1
Knowledge Focus: Developing knowledge and understanding about the types of travel and tourism



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High School**

This half term: Skills, Knowledge and Understanding to be developed:

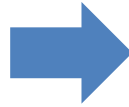
- The key sectors of the travel and tourism industry

Key Terms to be learned this half term:

Travel agents, tour operators, package holiday, attractions, accommodation

Week 1 and 2 Learning Objectives etc:

- 'What are the benefits of booking a package holiday with a tour operator?'
- The key sectors of the travel and tourism industry.



Objective assessments:

Research a package holiday deal with TUI, price up the package for a family of four.

Explain what is included in the package deal. Provide a schedule for the flight details and transfer options.

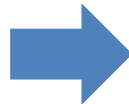
Describe the benefits to the customer of a package deal.

Homework:

Identify a high street travel agency in the local area. Produce a list of questions to ask the next session's travel agent guest speaker.

Week 3 and 4 Learning Objectives etc:

- Identify the different visitor attractions, their role and the products and services they offer.



Objective assessments:

Describe the different categories of visitor attraction.

Allocate each pupil two of the six visitor attraction components to carry out detailed research into a named attraction, plus its role, products and services. They then produce a short radio advert to promote the attraction, its role, products and services, and how they differ.

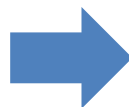
Vote on the attraction that has the most widespread appeal to different types of customer, giving reasons.

Homework:

Complete a table identifying both local and national attractions.

Week 5 and 6 Learning Objectives etc:

- Identify the different types of accommodation available to customers, their role and the products and services they offer.



Objective assessments:

Describe the different types of accommodation and the types of customers they attract.

Allocate each pupil a region in the UK to research the range of catered, self-catered and non-catered accommodation available to visitors. Produce a promotional poster for their region detailing the range of accommodation available, a named example of each type

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Homework:

Learners produce revision notes for the topics covered so far.

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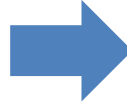


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found, and the typical products and services.

Week 7 Learning Objectives etc:

- Complete any outstanding work on accommodation types.



Objective assessments:

Complete any outstanding work on accommodation types.

Homework:

Learners produce revision notes for the topics covered so far.