



Unit 1 UK Travel and Tourism Destinations



Lesson	Unit content	Drill task set Y/N	Lesson features	Demonstrate task
1 – Types of tourism and travel	To learn about the three types of tourism and travel including leisure, business, and specialist	N	<ul style="list-style-type: none">• What are the different types of tourism?• Definition match up activity• Mini review activity of types of tourism• Research task on specialist travel	Explain why tourism is so important in the UK
2 – Sustainable tourism	To know the meaning and principles of sustainable tourism. They will understand the reasons organisations and destinations encourage and develop sustainable tourism. Learners will be able to explain the different ways sustainable tourism can be achieved by organisations and within destinations.	Y	<ul style="list-style-type: none">• Using the images decide what is wrong with tourism• Students to discuss what it means to be sustainable and what sustainable tourism is• Read the information on the Lake district and look at ways of how it is sustainable	Do you think sustainable tourism is important for the Lake District? Explain your answer.
3 – Optional lesson	Sustainable tourism continued		<ul style="list-style-type: none">• Create a leaflet on the key points of sustainable tourism for either a National Trust organisation, A National Park Authority, Earth watch or Tourism Concern	Leaflet
4 – The importance of the travel and tourism sector to the UK economy	Learners will understand the different economic effects of travel and tourism. They will be able to interpret data relating to inbound and domestic tourism in the UK. Looking at the amount of GDP tourism brings into the UK.	Y	<ul style="list-style-type: none">• Why is tourism important in the UK?• Answer the questions about UK tourist attractions• Describe the pattern of overseas visitors to the UK• Answer the questions using the data on top UK tourist visits	Explain why it is important the UK continues to attract tourists?
5 – The importance of tourism in the UK	Employment: the meaning of direct employment (created by travel and tourism organisations), the meaning of indirect employment (created to supply and support	Y	<ul style="list-style-type: none">• List the jobs in tourism in the UK• Look at the data what does it show about employment in the tourism sector	Explain how the opening of Yorkshire Wildlife Park has added to the positive



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towards employment	travel and tourism organisations), including examples and situations that may create indirect employment		<ul style="list-style-type: none"> Students to identify jobs created by TUI Research task on tourism jobs in South Yorkshire 	multiplier effect for the area?
6 – Industries in the tourism sector – Tour operators	Tour operators: types – domestic, outbound, inbound, role – to assemble and operate component parts of holidays as a package for retail travel agents or direct sales, products and services provided – package holidays, accommodation, travel, transfers, excursions, other services	Y	<ul style="list-style-type: none"> Definition of what tour operators are and how they differ from travel agents Class discussion on what package holidays are Research task for the three companies 	
7 – Travel agents	Travel agents: types – multiples, independent, online, role – to provide expert advice and guidance, arranging and booking trips, excursions and package holidays or individual components. Products and/or services provided – information; foreign exchange; sales and booking service for packaged holidays, accommodation, flights, transfers and ground transport, excursions, tickets, insurance, ancillary services	Y	<ul style="list-style-type: none"> Students to discuss why you would go into a travel agent Create a table to show the advantages and disadvantages of travel agents Answer the questions about why its important for the industries to work together Create a table using the screenshot of online travel agents 	Explain how the private sector has caused the travel and tourism sector to increase. 4 marks
8 – Development of travel agents	How travel agents have developed and the range of services that they offer	N	<ul style="list-style-type: none"> Why do people use websites to book holidays? Questions on disposable income Research task on all inclusive holidays and day trips Research task on the merge of Thompson and First Choice 	Explain how travel agents have changed over time
9 – Passenger transport	Passenger transport: types – road, rail, air, sea, regional, national, global role – to provide transport from one location to	Y	<ul style="list-style-type: none"> Define and answer questions on domestic transport providers 	You are planning a trip from Newcastle to Birmingham.



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	selected destination, safety products and/or services provided – transport, hospitality, entertainment, information, and advice.		<ul style="list-style-type: none">• Create a table to show the advantages and disadvantages of road, rail, and air transport• Answer the questions using the data provided• Research task on flight extras through the Ryanair site.	The distance is 205 miles. To what extent is the car the best form of transport to use for this journey. 9 marks
10 – Accommodation	Accommodation: types – hotels, motels, guest houses/bed and breakfast, apartments, youth hostels, caravans, chalets, camping, holiday cottages, holiday parks) role – to provide a range of accommodation options, services and facilities products and/or services:	Y	<ul style="list-style-type: none">• Create a spider diagram to show different accommodation types• Create a table to show positives and negatives of different accommodation types• Reading the case studies complete the questions	Two exam questions
11– Visitor attractions	Visitor attractions: type – natural, purpose-built, heritage, role – to provide entertainment, education, recreation, fun, hospitality, other visitor facilities, products and/or services – information and interpretation, rides, exhibits, events, tours and guides, educational talks, hospitality and catering, souvenirs.	N	<ul style="list-style-type: none">• Definitions of human and physical attractions• Look at the images and discuss their purpose• Make a list of visitor attractions stating if a human or physical attraction and its purpose• Research task on Stonehenge	Assess the pros and cons of tourists visiting World Heritage Sites.
15- Arts and entertainment	types – special events, festivals, theatre, role – to entertain, inform o products and/or services – live entertainment, music and dance, hospitality and catering, merchandise.	Y	<ul style="list-style-type: none">• Students to create a spider diagram showing the events in the UK• Watch the trailers why are the events so important to the UK?• Create a poster about an event in the UK showing all the primary products and secondary products.	



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12 &13- Impacts of tourism	To understand the negatives of tourism and how it can be improved.	Y	<ul style="list-style-type: none">• Describe the location of Kenya• Watch the video and complete the table on tourism in Kenya• Using the carton state why some people do not benefit from tourism• Research task on ecotourism	Complete exam question of sustainable tourism
L14- Tourism development	types – national and regional tourism agencies, tourist and visitor information centres, national and local government departments, role – encourage visitors, increase tourism revenue, promote special events, market and promote the UK, its regions and destinations, provide information, advice and guidance, products and/or services – information, literature, souvenirs and merchandise, visitor centres, industry representation.	Y	<ul style="list-style-type: none">• Class discussion of information table• Research task on tourist information centres in Conisbrough or how information is collected about the local area.• Students to answer questions on VisitBritain	Explain how tourist information centres benefit local attractions (6marks)
L15 – Key organisations in the travel and tourism sector	Learners will understand the purpose of some of the key organisations within the travel and tourism sector and be able to explain their benefits to customers and industries within the sector.	N	<ul style="list-style-type: none">• Using the data answer the questions• Research the four companies and answer the questions for each	Explain why professional bodies like the CAA are important for the travel and tourism industry. Need to give 2 points and say why.
L16 – Ancillary organisations and technology development	Ancillary organisations: o types – car hire, travel insurance, airport services, event booking, product comparison providers o role – supporting services for tourists and	Y	<ul style="list-style-type: none">• Create a spider diagram to show what products people need after they have booked a holiday	Explain why technology is important for the tourist industry.



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	travellers o products and/or services – car hire, insurance, parking, lounges, information, and advice		<ul style="list-style-type: none">• For the different features read the information and answer the questions for each• Set of questions for a mini review	
L17 - Types of organisation in the travel and tourism sector	To identify the characteristics and main functions of each of the following types of organisations that operate within the travel and tourism sector. They will recognise examples of organisations and be able to explain their functions and how they are achieved	N	<ul style="list-style-type: none">• Discuss the companies what sector are they in• For the three sectors look how the organisation works and how it is funded• Using the case study complete a table showing similarities and differences	
L18 - The interrelationships between travel and tourism organisations	How and why travel and tourism organisations interrelate and be able to describe and identify examples of the following types of interrelationships.	Y	<ul style="list-style-type: none">• Using the images students to discuss how companies are interconnected• Comprehension task using examples of how companies are interdependent• Complete the tables using examples of the advantages and disadvantage	Explain two advantages of Tarn Hotels of its partnership with Country Escape (4 marks)
Revision				
End of topic test				



Key vocab for the Unit

Domestic tourism: definition – taking holidays and trips in your own country

Outbound tourism: definition – travelling to a different country for a visit or holiday

Inbound tourism: definition – visitors from overseas coming into the country.

Scheduled airlines – the biggest examples in UK are Virgin and British Airways. These are also known as fully serviced airlines. This means that the price of the ticket includes a baggage allowance, food, drink and entertainment onboard.

Low cost airlines- The main examples are Ryanair and easyJet. On low cost airlines the ticket price is low but extra fees are charged for each service. These extra fees are for services such as pre-booked seats, priority boarding, food and drinks.

Charter flights – These are airlines that operate for holiday schedules so are not as frequent.

Community tourism- this is where small groups of tourists go to stay with local people in their villages. They eat local food and see how local people live. They learn about the culture and customs. The money they pay for food, guides and accommodation goes straight to local people.

Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content.

Interpretation- a means of giving information to visitors to help them understand and enjoy what they are looking at.

Primary products and services – the main purposes of the visit, for example to see a rock band

Secondary products and services – Add appeal and give extra revenue to the event organisers for example T shirts, posters, refreshments, parking and camping



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Lesson	Unit content	Drill task set Y/N	Lesson features	Demonstrate task
1 – What is travel and tourism?	Introduction to the travel and tourism course	N	<ul style="list-style-type: none">• What does travel and tourism mean to you?• Using two photos students to discuss how the locations are different• Key words introduction• Research task on one UK destinations of their choice	Explain why somebody would visit one of the different types of resorts
2 – Types of UK destination drawing in on Capital cities	Introducing the four types of destination, focusing in depth on capital cities	Y	<ul style="list-style-type: none">• Comprehension task on UK destinations• Locate the four capital cities in the UK• Class discussion on why someone would want to visit London• Research two London attractions and explain their appeal	Explain why London is a great tourism location (6marks)
3 – Countryside locations	To look at countryside areas, such as: national parks, e.g. Snowdonia, Cairngorms, Exmoor, Peak District, New Forest and areas of Outstanding Natural Beauty, e.g. Isles of Scilly, Causeway Coast, Kent Downs, Cotswolds	y	<ul style="list-style-type: none">• Using the photo students to decide if a motorway should be allowed to be built in the area• Locate National Parks in the UK and answer the questions about them• Why might someone want to visit a national park class discussion• Comprehension task on National Parks	Tourism in National Parks is a good thing. Discuss. (6marks)
4 – Seaside resorts	Introduction to seaside resorts, looking at their location and appeal	N	<ul style="list-style-type: none">• Name and locate seaside locations in the UK• Describe the location of Whitby• Students to research what activities can be done in Whitby	



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			<ul style="list-style-type: none">Plan how you would get from Conisbrough to WhitbyExplain why tourism is important to Whitby	
5 – Historic towns	To explore cultural and/or historical destinations, e.g. Stratford-upon-Avon, Londonderry, Liverpool, Edinburgh.	Y	<ul style="list-style-type: none">Define and discuss what historic towns and cultural areas areLocation activityDescribe the location of NewarkResearch activity to discover what activities there are in NewarkPlan a trip from Conisbrough	To design a trip for a family based on the last two lessons.
6 – UK airports and seaports	To know the UK airports, e.g. London Heathrow, Birmingham International, East Midlands and identify their three-letter identification codes and UK passenger seaports between UK and the Republic of Ireland, and UK and Europe, e.g. Dover, Holyhead, Portsmouth, Larne	Y	<ul style="list-style-type: none">Students to suggest how you could get from Conisbrough to Newquay and explain their choiceLocate Major airports and seaportsResearch task on airport codes	Explain why Gateway airports and seaports are important for a country.
7 – Road and rail travel	Road: motorways, e.g. M1, M62, coach and bus, e.g. National Express, Stagecoach. • Rail: rail lines, e.g. East Coast mainline, South West mainline, Midland mainline, major stations, e.g. London St Pancras International, Manchester Piccadilly, Birmingham New Street	Y	<ul style="list-style-type: none">Using a map of motorways in the UK answer a series of questionsStudents to work as a table to discuss why people might want to travel to car or busCreate a table showing the advantages and disadvantage car and coach transport methodsUsing a map of rail travel in the UK answer a series of questions	Which form of transport is the best for moving around the UK? Explain your answer.



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8 – Examples of transport routes	Examples of typical routes by road, rail and air within and out of the UK (departure points, destinations, timings).	Y	<ul style="list-style-type: none">• Definition of railway hub and class discussion on the effects of delays• Rail route map activity• Map activity showing connections and example routes to Dover• Research task on Dover	Write a script for an advertisement for Dover. Remember you are trying to persuade people to book a cruise from Dover
Assignment A	Know UK travel and tourism destinations and gateways	N		
13 –Appeal of UK destinations	Using visitor attractions to understand the appeal – e.g. National Trust and English Heritage properties, theme parks, museums, historical sites, heritage sites and wildlife parks	N	<ul style="list-style-type: none">• Using images discuss what attracts people to areas and what puts them off visiting• Create a table showing different types of visitor attractions	Create a tourist information leaflet promoting Yorkshire Wildlife Park
14 – Facilities and sightseeing	facilities – e.g. sport and leisure facilities, shopping, restaurants, and sightseeing – e.g. guided tours, ghost walks, boat trips, road trains	Y	<ul style="list-style-type: none">• Use the image to identify reasons someone would want to go to the destination• Comprehension task and questions• Research task on Meadowhall• Using the London bus tour map discuss the advantages of sightseeing tours	The UK has lots for tourists to do when they visit. Discuss.
15 – Accommodation	To know the varying accommodation types – e.g. hotels, guesthouses, bed and breakfast, self-catering, camping, and caravanning, holiday parks and boats	Y	<ul style="list-style-type: none">• Students to make a list of different accommodation types• Complete the table for accommodation types• Create an advert for premier Inn	
16 &17 - Types of visitors	To know the different visitor types, e.g. groups, families, visitors of different ages, visitors of different cultures, non-English-speaking visitors, visitors with specific needs,	Y	<ul style="list-style-type: none">• Group task to discuss different types of visitors• Teacher led activity defining domestic tourism	For three areas of the UK explain why would somebody visit that area and which visitor



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	domestic visitors, inbound visitors. And know the needs and characteristics of different types of visitor in relation to the appeal of UK destinations.		<ul style="list-style-type: none">• Students to complete a table on visitor types and their needs• Activity to suggest ideas for the different tourists• Complete tables on their chosen locations	types this location would be suitable for?
L18 – Increasing the appeal	Ways of increasing appeal, e.g. improvement of facilities to cater for a specific customer type, or better transport facilities to encourage incoming visitors of specific types, cost.	Y	<ul style="list-style-type: none">• Using the images discuss why Blackpool was once such a popular tourist attraction• Use the Butler model to discuss where locations are on the scale• Data activity to look at what happens to locations when they go into decline• Focussing on Blackpool students to research what can be done to increase the appeal of areas	
Assignment B	Investigate the appeal of UK tourism destinations for different types of visitors	N		
L19 – Booking a holiday	To consider the needs of different visitor types, requirements and sources of information to aid in the planning of holidays.	Y	<ul style="list-style-type: none">• Match up activity on paper-based resources• Case study scenario on online resources• Teacher led discussion on planning a trip	Write a report proposing ideas for a trip to Cornwall for a couple
Assignment C	Plan UK holidays to meet the needs of different visitors	N		



Key vocab for the Unit

Leisure- activities that you complete in your spare time

Tourism- the activities people do who have travelled to places outside of their usual environment

United Kingdom (UK)- Is an island nation which is made up of England, Scotland, Wales and Northern Ireland

Capital cities- the city that functions as the seat of government and administrative centre of a country or region.

National Park- is a large area of outstanding beauty that is protected by law

Historic - famous or important in history, or potentially so.

Honeypot – A destination that attracts thousands of visitors, like swarming bees because it is so famous

Culture – The way people behave, their traditions, music and food

Gateway airports- These are airports where you can land there and change aircrafts and travel to different destinations in country

Transport hub- (also transport interchange) is a place where passengers and cargo are exchanged between vehicles or between transport modes. Public transport **hubs** include **train** stations, rapid transit stations, bus stops, tram stop, airports and ferry slips.

Visitor attraction – where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination

Domestic tourism- when people go on holiday in their own country



Unit 3 The Travel and Tourism Customer Experience



Lesson	Unit content	Drill task set Y/N	Lesson features	Demonstrate task
1 - What is customer service?	Define customer service: customer service is the provision of service to customers before, during and after a purchase/service.	N	<ul style="list-style-type: none">• Group discussion of own experience of customer service. What features make it a positive/ negative experience.• Use case studies to decide on the levels of customer service	Explain why positive customer service is important
2- The aims of customer service	The aims of customer service (which vary depending on the organisation) include: meeting customer needs, meeting organisational targets, e.g. visitor numbers, bookings, sales, increasing profits, creating new business, encouraging repeat business.	Y	<ul style="list-style-type: none">• Group discussion about what students think the aims of customer service are• Work through the five aims completing the activities for each	Assess the importance of the aims of customer experience (9marks)
3 –The aims of customer service company study	The aims of customer service (which vary depending on the organisation) include: meeting customer needs, meeting organisational targets, e.g. visitor numbers, bookings, sales, increasing profits , creating new business, encouraging repeat business.	Y	<ul style="list-style-type: none">• To create a PowerPoint or leaflet about customer service from a company of their choice	
4– Types of organisation	Type of organisation: private, e.g. tour operators, accommodation providers, visitor attractions, airlines, public, e.g. visitor attractions, tourist information	Y	<ul style="list-style-type: none">• Discussion of the three types of organisations• Comprehension task on the three sectors• Case study – Visit Manchester	Why is it important there are different types of organisation?



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	centres (TICs), Visit Britain, Visit Scotland, Visit Blackpool, World Tourism Organisation, voluntary, e.g. charities.			
5 – Comparing types of organisations	Comparing types of organisations	Y	<ul style="list-style-type: none">• Research activity on Sta travel and Visit Britain• Students two choose two other organisations of their choice to compare their structure and purpose• Group activity to discuss how the size of a company	Explain what the relationship is between size of the organisation and the company aims. (6marks)
Assignment A 6,7 & 8	Investigate Travel and Tourism Customer Service			
9 – Internal customers	To understand how travel and tourism organisations meet and respond to the needs of different customer types, including internal and external customers. • Internal customers: colleagues and staff with whom you work closely, supervisors and managers, directors and owners, staff at other branches and suppliers.	Y	<ul style="list-style-type: none">• Students to share ideas of who internal customers might be• Case study of TUI – Who are the internal customers?• Research a second company who are the internal customers	Explain how colleagues and staff with whom you work closely needs are met by your chosen company
10 – External customers	External customers: existing or new, individuals and single customers, groups, which may be organised groups, families, couples, those with special interests , business people, different age groups and different	Y	<ul style="list-style-type: none">• Students to share ideas of who the external customers might be• Case study of TUI – Who are the external customers?• Research a second company who are the external customers	For one company you have chosen explain how it meets and exceeds the needs of one customer type using examples



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	cultures/ethnicity, those with additional physical needs			
Lesson 10 – Responding to customer needs	Needs of different types of customer • Products and services to meet specific needs e.g. accommodation, facilities • Accurate information, e.g. giving directions, signposting to facilities, price, availability, product knowledge. • Health, safety and security. • Assistance, e.g. with luggage, with language, for parents with young children or babies, elderly customers. • Advice may be needed, e.g. the suitability of a tourist attraction, how to obtain a visa, solving problems or issues, matching suitable destinations to customer needs. • Specific needs, e.g. induction loop, disabled access. • Unstated needs including providing products and services as booked	Y	<ul style="list-style-type: none">• In pairs choose a case study and become an expert. Students will then teach each other about their chosen case study• Using the sample email query students are to discuss what information the customer needs.• Students to discuss face to face requests, how might they differ?• Using the example, students to answer a series of questions	Write an email responding to the customers' requests. Make sure you cover all aspects that have been covered this lesson. Make sure your language is suitable for your audience
12 – Exploring expectations	Topic B.4 Exploring expectations of different types of customer in the travel and tourism sector Learners will understand how organisations meet and exceed customer expectations. • Meeting expectations, including level of	Y	<ul style="list-style-type: none">• Using the images discuss the term expectation• List as a table what it means to meet expectations• Using examples explore how they meet and possibly exceed expectations	Explain why it is important for a company to exceed expectations (6marks)



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	products, level and efficiency of service. ● Exceeding expectations, including over and above what is expected, pre-empting needs and solving problems for the customer.		<ul style="list-style-type: none">Using an enquiry to TUI, students to consider how TUI could exceed the customers' needs	
Assignment B	EXPLORE THE NEEDS AND EXPECTATIONS OF DIFFERENT TYPES OF CUSTOMER IN THE TRAVEL AND TOURISM SECTOR			
16 – Skills needed to deliver customer service	Students will compare the skills required by different types of travel and tourism organisations. ● Skills and techniques: o skills and techniques needed to provide excellent customer service in different situations, e.g. patience, empathy, active listening when dealing with different situations, showing sensitivity towards different customer types, use of correct language in all situations o teamwork impact on customer service, e.g. working as a team and supporting each other when dealing with customers can boost morale and ensure that customers receive the best service.	Y	<ul style="list-style-type: none">Students to look at the customer journey and discuss how customers service is required at the different stagesGroup task looking at what makes good customer serviceUsing the case study answer the questions about customer service	Analyse the importance of skills and teamwork in the delivery of excellent customer service (6marks)
17- Policies and procedures	Policies and standards: key customer service policies and procedures, e.g. complaints policy,	Y	<ul style="list-style-type: none">Definitions of policy and proceduresUse De Warenne as an example to look at what the policies and procedures are.	For your chosen location outline what policies they have in place and why it is important



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	mission statement, customer service standards setting and maintenance		<ul style="list-style-type: none">• Create a table to look at what policies an organisation has in place• Discuss why it is important for organisations to have standards• Cast study to get students to come up with an idea of what a customer's standards should be	for them to have these standards
18 – Impact of excellent or poor communication	The Impact of excellent and poor customer service on travel and tourism organisations Learners will understand and assess the impact of excellent and poor customer service on travel and tourism organisations, including the effects of customer service on internal and external customers. They will recommend improvements to customer service. • Increased/decreased sales. • Number of complaints. • New customers. • Number of compliments. • Repeat business/brand loyalty. • Staff turnover. • Referred business. • Job satisfaction.	Y	<ul style="list-style-type: none">• Round robin activity matching up products with the company• Read the information cards and make notes on the different aspects of travel	Look at the World Travel Awards website and click on Europe and select three winners. Assess the impact of winning the award may have on your business
Assignment c	Understand the importance of Customer Service to Travel and Tourism Organisations			



Key vocab for the Unit

Customer service – The total of what an organisation does to meet customer expectations and produce customer satisfaction

Customer – Somebody who receives customer service from a service provider.

Turnover – Is the money brought into the business through sales

Balance sheet – Is a statement of the financial assets minus the financial liabilities of an organisation

Niche market – A narrowly defined group of customers which forms a small, but profitable section of the market

Internal customers – Those who you directly or indirectly work with to ensure excellent service given to external customers.

External organisations – Those outside the organisation who buy the organisations products and services

Culture – a set of beliefs, values, behaviours, habits and traditions

Expectations- a strong belief that something will happen or be the case

Policy - a course or principle of action adopted or proposed by an organisation or individual.



Unit 4 International Travel and Tourism Destinations



Lesson	Unit content	Drill task set Y/N	Lesson features	Demonstrate task
1 - Continents	Locating the worlds continents ● Europe ● Africa ● North America ● South America ● Asia ● Australasia ● Arctic/Antarctic	N	<ul style="list-style-type: none">• Starter- How many international destinations can students name• Locate the seven continents and oceans map activity• Locate key locations around the world map activity• Research three destinations around the world what attracts people to visit them• Match up key terminology linking to international travel	Describe your dream holiday
2 – Europe	Regions – European and the European Union	Y	<ul style="list-style-type: none">• Locate the countries in Europe map activity• Locate the countries in the European union map activity• Describe what the European union is and explain how it works• Comprehension task on the Orient Express	Explain whether you think the UK should have remained in the European union or if you agree with the decision to leave
3 – Major gateways	Locating major international gateways: ● airports, e.g. London Heathrow, Budapest Ferenc Liszt, New York John F Kennedy ● three-letter codes, e.g. LHR, BUD, JFK ● train terminals, e.g. St Pancras International (UK), Gare du Nord (Paris, France), Penn Station (New York, USA), Sirkeci (Istanbul, Turkey) ● seaports (passenger ferry or cruise ports), e.g. Bilbao (Spain), St Malo (France), Miami (USA)	N	<ul style="list-style-type: none">• Identifying the different types of travel and their appeal.• Map work to locate major gateways• Table activity on major gateways	Explain why transport links are important for the tourist industry (6 marks)
4 –Major gateways	To understand the positives and negatives of major gateways. Considering location of	Y	<ul style="list-style-type: none">• Plan three transport routes for the England to Paris	Discuss the positives and negatives of UK



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positives and negatives	airports within a country and why the cheapest location is not always the closest.		<ul style="list-style-type: none"> Create a table to show the different positives and negatives Plan one cruise route around the world 	travellers having a choice of airports in selected popular destinations
5 – Destination types	Overview of the different type of destinations available around the world	Y	<ul style="list-style-type: none"> Teacher led activity of the different types of destinations Comprehension task and information grab Describe what cruises are and what they include 	Explain why Europe is a good continent to visit for a holiday.
6 & 7 European destinations	European destinations: summer destinations, e.g. Benidorm, Algarve, Faliraki, year-round destinations, e.g. Playa de las Americas, Paphos, Madeira, winter sports, e.g. Chamonix, Zermatt, Sauze d'Oulx, Lillehammer, countryside area, e.g. Lake Garda, Black Forest, Bernese Oberland, city breaks, e.g. Barcelona, Paris, Prague, cruise areas, e.g. Aegean, Mediterranean, Norwegian fjords.	Y	<ul style="list-style-type: none"> Comprehension task on different locations For the chosen locations explain their appeal Create an information leaflet about a European destination of their choice 	For a European destination of your choice, create a information leaflet Mini assessment point
8 – Worldwide destinations	Worldwide destinations: beach resort, e.g. Palolem (Goa, India), Bondi beach (Sydney, Australia), city breaks, e.g. New York, Cape Town, Istanbul, islands, e.g. Jamaica, Mauritius, Ko Samui, winter sports, e.g. Aspen, Banff, Nagano, UNESCO World Heritage Sites, e.g. The Great Wall, Great Barrier Reef, Grand Canyon	Y	<ul style="list-style-type: none"> Where am I activity Record information about the different destinations around the world Explain how one of the destinations attracts people to visit it 	For one of the destination types explain how it attracts people to the area and why this is important for the tourism industry
9 – International travel routes	To know examples of typical routes of European and worldwide air travel (departure points, destinations, air carriers, timings)	Y	<ul style="list-style-type: none"> Locate countries in different time zones To complete worksheet on different time zones 	Plan a travel route using different time zones



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			<ul style="list-style-type: none">To plan travel routes for the destinations provided	
Assignment A	Learning aim A: Know the major international travel and tourism destinations and gateways			
13 – Features Europe	Explore how the following features attract people to destinations in Europe natural features, e.g. climate, mountains, lakes, rivers, forests, beaches • local attractions, e.g. historical sites, heritage sites, religious sites, theme parks, museums, aqua parks, events • accommodation, e.g. hotels, campsites, apartments, villas, youth hostels • facilities and services, e.g. local transport, shops, markets, nightlife, sport and leisure, sightseeing opportunities, restaurants, weddings • cultural features, e.g. festivals, local cuisine, siestas, religious practices, pilgrimages, values and traditions, language • special interest tourism, e.g. health tourism, religious tourism, music, sport, volunteering	Y	<ul style="list-style-type: none">Visual activity using images to discuss the appeal of locations in tablesFor each aspect of a location looking at the appealExplain one destination that you would want to visit and why it makes you want to go there	Explain one feature that attracts you to a destination and explain why
14 – Features worldwide	Explore how the following features attract people to destinations worldwide :- natural features, e.g. climate, mountains, lakes, rivers, forests, beaches • local attractions, e.g. historical sites, heritage sites, religious sites, theme parks, museums, aqua parks, events • accommodation, e.g. hotels, campsites, apartments, villas, youth hostels • facilities and services, e.g. local transport, shops, markets,	Y	<ul style="list-style-type: none">Research different features around the world and what attracts you to them	Explain one feature that attracts you to a worldwide destination and explain why



Unit 4 International Travel and Tourism Destinations



	nightlife, sport and leisure, sightseeing opportunities, restaurants, weddings • cultural features, e.g. festivals, local cuisine, siestas, religious practices, pilgrimages, values and traditions, language • special interest tourism, e.g. health tourism, religious tourism, music, sport, volunteering			
15 – Visitor types	The needs and characteristics of different types of visitor in relation to the appeal of international destinations: • types of visitor, e.g. families, groups, customers of different ages, customers of different cultures, non-English-speaking customers, customers with specific needs	Y	<ul style="list-style-type: none">• Create a spider diagram of different visitor types• To match the different visitor types with their needs• Compare how different locations suit different visitor types	
Assignment B	Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor			
22 – Optional guest speaker	Needs and characteristics of different types of visitor, in relation to planning holidays. • Planning: visitor requirements,		Invite someone from a travel agency to talk about planning holidays for different types of visitor. Learners prepare questions in advance.	
23- Itineraries and customer needs	Information sources, e.g. guidebooks, tourist leaflets, atlases, holiday brochures, tourist information centres, websites. • Types of visitor, e.g. groups, families, solo travellers, customers of different ages, customers of different cultures, non-English-speaking customers, customers with specific needs. • preferred dates/time of year of travel requirements, e.g. air, cruise, rail, combination	Y	<ul style="list-style-type: none">• Discuss as a class different ways to plan a holiday and gain information• To analyse the importance of different types of travel information• Identify the different customer needs• Using customer profiles locate a suitable holiday destination and activities including mode of travel.	Explain the purpose and content of an itinerary.



	o accommodation requirements, e.g. standard of accommodation, type of accommodation, board basis, e.g. full-, half-board o motivation, e.g. relaxation, activity, culture, special occasion o features, e.g. natural features, cultural features, facilities and services o budget.			
Assignment C	Learning aim C: Be able to plan international travel to meet the needs of visitors			

Key vocab for the Unit

Gateway airports- these are airports that serve as an entry point for international flights

Low cost airlines- sometimes called budget airlines which offer cheaper flights but charge extra for meals, hold luggage, allocated seats

IATA- The international air transport association. The 3 letter codes they give to airports are used in civil aviation

European – Of or relation to Europe

VFR- Visual flight rules, and the term refers to a set of rules created by the FAA for flight in VMC, or visual meteorological conditions

Worldwide – Extending or reaching throughout the world

Short Haul - Flight time under three hours

Medium Haul - Flight time between three to six hours

Long Haul – Flight time over six hours

Apres ski – refers to the social opportunities offered by a ski resort

UNESCO – The United Nations Educational Scientific and Cultural Organisation.

Stopover – When you break up a long journey and take a break en route

Indirect flight- When you have to change to a different aircraft to complete the flight

ATOL- The Air Travel Organisers Licence