

## Year 10 Travel and Tourism Summer Term Plan

Throughout the summer term, Year 10 Travel and Tourism students will be working on the following units:

### EXAM SKILLS UNIT - Rwanda case study.

- **KNOW:** how to use a variety of sources including facts, statistics and imagery to answer exam style questions.
- **UNDERSTAND:** how to approach a case study like section C in the exam, making use of all the resources provided to support giving an argument.

**AN INTRODUCTION TO THE FIRST COURSEWORK TASK** – Resources from year 9 county project would be beneficial here.

### UNIT 62 How accessible is my county?

- **KNOW:** Whereabouts the county is in relation to main infrastructure of UK and other significant tourist destinations of the UK
- **UNDERSTAND:** That location is pivotal to tourist numbers in terms of accessibility. Plus, remoteness can be an attraction

### UNIT 63 Trip Advisor and other data?

- **KNOW:** The most visited and highly rated attractions in the destination and the quantity of accommodation offer. The number of visitors
- **UNDERSTAND:** How typical the county's offer is compared to other counties and the national average

### UNIT 64 What is my county famous for?

- **KNOW:** Iconic landscapes, cuisine and attractions in the UK and which ones are in their chosen region
- **UNDERSTAND:** That Historical and Unique landscapes are known because of uniqueness, media attention and historical significance or stereotype or association with significant individuals.

### UNIT 65 What are the target markets?

- **KNOW:** That the Tourist market can be segmented into different types of customer by age, hobbies and tastes, home address, income group, time available, main reason for travel
- **UNDERSTAND:** That each market segment has various constraints and needs for their travel/tourism experience.

### UNIT 66 What's planned for my county?

- **KNOW:** That regions and counties develop plans for tourism in their area in short and long term based on market research
- **UNDERSTAND:** That these reports and data can help us analyse the whole picture of travel and tourism in their region

### UNIT 67 SWOT analysis for my county?

- **KNOW:** What a SWOT analysis is in terms of destination analysis
- **UNDERSTAND:** The differences between weaknesses and threats plus between strengths and opportunities

**These units will culminate in the completion of coursework task for Component 1B.**