



Knowledge Focus: **Developing UK Tourism Destinations**

**Skills, knowledge and understanding to be developed in this Learning Plan:**

• **Research and Information Gathering:**

- Using multiple sources (maps, websites, social media, review sites) to find relevant data on destinations.

• **Analysis and Evaluation:**

- Analysing factors influencing tourism such as financial constraints, destination reputation, and marketing strategies.
- Critically evaluating media and review content to assess reliability and impact.

• **Communication:**

- Presenting information clearly through written reports, posters, presentations, and social media campaigns.
- Participating in discussions, debates, and peer feedback to deepen understanding.

• **Application of Knowledge:**

- Applying theoretical knowledge to practical tasks like budget planning, route mapping, and marketing simulations.

• **Exam Technique:**

- Developing skills to answer exam-style questions effectively under timed conditions.
- Using mark schemes to self-assess and improve responses.

• **Digital Literacy:**

- Navigating travel-related technology including booking sites, apps, social media platforms, and virtual tours.

**Key terms to be learned in this LP:**

Destination Reputation

Financial Factors

Tourist Expectations

Media and Marketing

Social Media Marketing

Review Sites

Destination Features

Technological Developments

Seasonality

Transport Infrastructure

**Week/Wythnos 1 - Learning Objectives:**

Recall what constitutes a tourism destination.

Explain key factors influencing tourist decisions (financial, reputation, expectations).



**Objective assessments:**

Be able to:

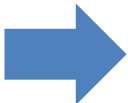
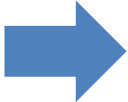
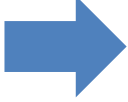
AO1: Recall key terminology and concepts about tourism.

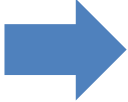
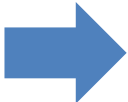

AO2: Explain influences on tourist destination choices.

discuss and brainstorm key influences.

**Homework/Gwaith cartref:**

Set:  
Due:

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| <p><b>Week/Wythnos 2 Learning Objectives:</b></p> <p>Describe how financial factors affect travel decisions (costs, budgets, exchange rates).</p> <p>Applying and construct a budget for a UK trip.</p> <p>Analyse and compare expectations of different tourist types (leisure, business, VFR).</p> |  <p><b>Objective assessments:</b><br/>Be able to:</p> <p>AO1: Recall financial terminology.</p> <p>AO2: Apply budgeting concepts.</p> <p>AO3: Analyse expectations and needs of different tourists.</p>                                | <p><b>Homework/Gwaith cartref:</b></p> <p><b>Interview someone about their travel expectations and budget.</b></p> <p>Set:<br/>Due:</p> |
| <p><b>Week/Wythnos 3 Learning Objectives:</b></p> <p>Explain how destination reputation is formed.</p> <p>Analyse and assess the role of traditional media in shaping destination images.</p>  |  <p><b>Objective assessments:</b><br/>Be able to:</p> <p>AO1: Recall financial concepts influencing travel.</p> <p>AO2: Apply understanding to real-life scenarios.</p> <p>AO3: Analyse factors influencing tourist satisfaction.</p> | <p><b>Homework/Gwaith cartref:</b></p> <p><b>Ask family members/carers/friends the questions provided.</b></p> <p>Set:<br/>Due:</p>     |
| <p><b>Week/Wythnos 4 Learning Objectives:</b></p> <p>Explain the role of destination reputation in attracting visitors.</p> <p>Analyse and compare how positive and negative media coverage affects tourism.</p>   |  <p><b>Objective assessments:</b><br/>Be able to:</p> <p>AO1: Recall examples of destination reputations.</p> <p>AO2: Interpret media influence on tourist decisions.</p> <p>AO3: Analyse impact of</p>                              | <p><b>Homework/Gwaith cartref:</b></p> <p><b>Track social media posts from a UK destination for one week.</b></p> <p>Set:<br/>Due:</p>  |

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|   | reputation on visitor numbers.  |  |
| <p><b>Week/Wythnos 5 Learning Objectives:</b></p> <p>Apply and demonstrate how social media campaigns promote UK tourism.</p> <p>Evaluate and assess the effectiveness of social media and digital marketing.</p>                 | <p></p> <p><b>Objective assessments:</b><br/>Be able to:</p> <p>AO2: Use social media tools in marketing simulations.</p> <p>AO3: Evaluate digital marketing strategies.</p> | <p><b>Homework/Gwaith cartref:</b></p> <p>Carry out further reading and research surrounding these key issues.</p> <p>Set:<br/>Due:</p>  |
| <p><b>Week/Wythnos 6 Learning Objectives:</b></p> <p>Describe and evaluate key physical and cultural features of popular UK destinations.</p> <p>Apply technology (apps, websites, virtual tours) to enhance travel planning.</p> | <p></p> <p><b>Objective assessments:</b><br/>Be able to:</p> <p>AO1: Recall destination features.</p> <p>AO2: Apply technology skills for planning.</p>                     | <p><b>Homework/Gwaith cartref:</b></p> <p>Revise key points from the topic, making a 'Brain Dump'</p> <p>Ask friends or family about their use of review sites.</p> <p>Set:<br/>Due:</p> |
| <p><b>Week/Wythnos 7 Learning Objectives:</b></p> <p>Describe how review sites influence travel choices.</p> <p>Evaluate the reliability and impact of online reviews on tourism.</p>   | <p></p> <p>AO2: Apply understanding in analysing reviews.</p> <p>AO3: Evaluate customer feedback critically.</p>   | <p>Prepare a tech guide for tourists planning a UK visit.</p>  |

**ASSESSMENT**

**Week/Wythnos 8 Learning Objectives:**



*Analyse and differentiate between key factors influencing destination choice.*

*Use knowledge to confidently answer exam-style questions.*

*Evaluate and assess personal strengths and areas for improvement to enhance exam performance.*

*Create and construct well-structured, coherent responses that synthesize knowledge from all previous weeks.*

AO3: Analyse relationships between factors.

AO2: Apply knowledge and understanding of UK travel destinations and key influences under timed, exam-like conditions.

AO3: Analyse and evaluate information to support answers effectively.

AO4: Communicate ideas clearly and coherently in written and/or verbal forms.

