

**WJEC Level 1/2 Tourism Unit 3: Promoting Tourism – Coursework Presentation**



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

**Skills:**

- Research Skills – Finding and selecting relevant information about a town and its tourism offer.
- Analytical Skills – Evaluating attractions, visitor types, and SWOT elements to make informed decisions.
- Planning and Organisation – Structuring a presentation logically with clear sections and supporting evidence.
- Communication Skills – Presenting ideas clearly and persuasively to an audience.
- Use of Visual Aids – Designing slides, posters, or other visuals to enhance understanding.
- Problem-Solving – Suggesting improvements to attract more visitors based on analysis.
- Time Management – Planning research, preparation, and rehearsal within deadlines.
- Teamwork and Feedback – Receiving and applying peer or teacher feedback to improve work.
- ICT Skills – Using technology for research, presentation design, and visual content.
- Evaluation and Reflection – Reflecting on the effectiveness of the presentation and proposed ideas.

**AO1 – Knowledge and Understanding**

- Understanding tourism destinations, visitor types, attractions, and marketing.
- Researching, identifying attractions, and understanding target visitors.

**AO2 – Application and Analysis**

- Analysing information about tourism destinations and visitor needs.
- Evaluating SWOT, considering visitor types, and selecting appropriate marketing strategies.

**AO3 – Communication and Presentation**

- Communicating ideas effectively through presentations, visual aids, and persuasive arguments.
- Structuring the presentation, using visual aids, and delivering it confidently.

**AO4 – Evaluation**

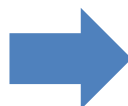
- Reflecting on the effectiveness of your ideas and presentation, and identifying improvements.

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

- Target Audience.
- Attractions
- Marketing Strategy
- SWOT Analysis
- Presentation Structure
- Visual Aids
- Public Speaking Skills
- Customer Needs
- Evaluation
- Tourism Promotion

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

- Understand the Unit 3 coursework requirements.
- Explore the concept of attracting visitors to towns.
- Identify factors that make a town appealing to



**Objective assessments:**

Be able to:

AO1: Show knowledge of tourism features and attractions.

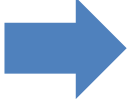


AO1: Select and justify a town suitable for the project.

**Homework/Gwaith cartref:**  
**Research basic facts about your chosen town (location, population, main attractions).**  
**Create a simple mind map of possible**

<p>tourists.</p> <p>Understand the purpose of Unit 3: Promoting Tourism.</p>	<p>AO2: Begin initial research into tourism opportunities and challenge.</p> <p>AO3: Plan a research approach for your chosen town</p>	<p><b>ideas for attracting visitors.</b> Set: Due:</p>
<p><b>Week/Wythnos 2 Learning Objectives:</b></p> <p>Understand different types of tourism customers.</p> <p>Identify potential visitor groups for your chosen town.</p>	<p><b>Objective assessments:</b> Be able to:</p> <p>AO1: Demonstrate knowledge of visitor types (leisure, cultural, business, family, etc.).</p> <p>AO2: Analyse which visitor groups are most likely to be attracted to the town.</p>	<p><b>Homework/Gwaith cartref:</b></p> <p><b>Produce a short table linking visitor types to activities or attractions in the town.</b></p> <p>Set: Due:</p>
<p><b>Week/Wythnos 3 Learning Objectives:</b></p> <p>Examine the town's current attractions and events.</p> <p>Understand strengths, weaknesses, opportunities, and threats (SWOT) for tourism.</p>	<p><b>Objective assessments:</b> Be able to:</p> <p>AO1: Gather detailed information about the town's existing attractions and events.</p> <p>AO2: Evaluate what currently works well and what could be improved.</p>	<p><b>Homework/Gwaith cartref:</b></p> <p><b>Complete a SWOT analysis of the town's tourism offer.</b></p> <p><b>Take photos or screenshots of attractions for use in the presentation.</b></p> <p>Set: Due:</p>
<p><b>Week/Wythnos 4 Learning Objectives:</b></p> <p>Understand different methods to attract visitors (advertising, social media, events).</p> <p>Create persuasive messages for tourism promotion.</p>	<p><b>Objective assessments:</b> Be able to:</p> <p>AO2: Suggest effective marketing strategies suitable for the chosen town.</p> <p>AO3: Plan how these strategies will be presented clearly.</p>	<p><b>Homework/Gwaith cartref:</b></p> <p>Draft ideas for posters, social media posts, or other marketing materials.</p> <p>Research examples of successful campaigns from other towns.</p> <p>Set: Due:</p>
<p><b>Week/Wythnos 5 Learning Objectives:</b></p> <p>Understand how to structure a presentation effectively.</p> <p>Organise research and ideas into a clear, logical format.</p>	<p><b>Objective assessments:</b> Be able to:</p> <p>AO3: Plan the content of the presentation, including introduction, main points, and conclusion.</p> <p>AO3: Decide on visuals, slides, or props to support the presentation.</p>	<p><b>Homework/Gwaith cartref:</b></p> <p><b>Create a storyboard or outline of the presentation.</b></p> <p><b>Write key notes or bullet points for each section.</b></p> <p>Set: Due:</p>

Knowledge Focus: **Developing UK Tourism Destinations**

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<p><b>Week/Wythnos 6 Learning Objectives:</b></p> <p>Understand the importance of visuals in enhancing a presentation.</p> <p>Develop skills in using PowerPoint, posters, or other visual tools.</p>		<p><b>Objective assessments:</b> Be able to:</p> <p>AO3: Produce high-quality visual aids that support your ideas.</p> <p>AO3: Ensure visuals are clear, relevant, and engaging for your audience.</p> <p><b>Homework/Gwaith cartref:</b></p> <p><b>Complete slides or design posters for your presentation.</b></p> <p><b>Practise explaining visuals in simple, clear language.</b></p> <p>Set: Due:</p>
<p><b>Week/Wythnos 7 Learning Objectives:</b></p> <p>Develop confidence in public speaking and delivery.</p> <p>Learn techniques to engage the audience (eye contact, voice, timing).</p>		<p>AO3: Rehearse the presentation and refine delivery.</p> <p>AO3: Receive and act on peer or teacher feedback to improve performance.</p> <p>Record a practice presentation at home and review strengths and weaknesses.</p> <p>Make improvements based on self-assessment.</p>
<p><b>ASSESSMENT</b></p> <p><b>Week/Wythnos 8 Learning Objectives:</b></p> <p><i>Deliver a clear, persuasive presentation on attracting visitors.</i></p> <p><i>Reflect on personal performance and the effectiveness of your ideas.</i></p>		<p>AO3: Present your findings and recommendations confidently.</p> <p>AO4: Evaluate what worked well and what could be improved for future presentations.</p> <p>Write a short reflective report on your presentation.</p> <p>Include any changes you would make if delivering it again</p>

