



Knowledge Focus: **Developing UK Tourism Destinations**

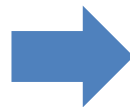
**Skills, knowledge and understanding to be developed in this Learning Plan:**

- **Recall and Memorization:** Remember key terminology, types of attractions, accommodation, and transport modes.
- **Understanding and Explanation:** Interpret the importance of location, accessibility, and features in tourism.
- **Application:** Apply knowledge to real-life examples and case studies of tourism destinations.
- **Analysis:** Compare and contrast different types of destinations (coastal, rural, urban), attractions (natural vs built), and accessibility issues.
- **Evaluation:** Assess economic, social, and environmental impacts of tourism, including sustainability concerns.
- **Creation and Communication:** Develop marketing materials, presentations, and proposals to promote tourism destinations and features.
- **Research:** Gather information about various tourist destinations and features using maps, texts, and multimedia.
- **Critical Thinking:** Make reasoned judgments about tourism issues, benefits, and challenges.
- **Collaborative Work:** Engage in group discussions, presentations, and role-play activities to build communication skills.

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

Location, coastal, accessibility, natural attractions, sustainable, transport, inbound, outbound, trend, niche, specialism, built, natural.

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



**Location**

- Recall key terms related to location in tourism (Remember).
- Understand why location is important for tourist destinations (Understand).
- Explain how location influences the popularity of a destination (Apply).

**Objective assessments:**

Be able to:

- Understand terminology and concepts of location.
- Explain: "Why does location matter for tourism?"
- Respond to a Case study: Identify a destination and explain how its location affects tourism.

**Homework/Gwaith cartref:**

Set:  
Due:

**Week/Wythnos 2 Learning Objectives:**



**Accessibility**

- Identify different modes of transport and

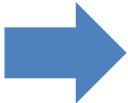
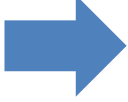

**Objective assessments:**

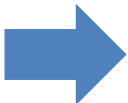

Be able to:

- Explain modes of transport and their features.

**Homework/Gwaith cartref:**

Set:  
Due:

<p>infrastructure affecting accessibility (Remember).</p> <ul style="list-style-type: none"> <li>Describe the impact of accessibility on tourist numbers (Understand).</li> <li>Analyse accessibility challenges in rural vs urban destinations (Analyse).</li> </ul>		
<p><b>Week/Wythnos 3 Learning Objectives:</b></p> <p>Natural Attractions</p> <ul style="list-style-type: none"> <li>List examples of natural attractions in the UK and worldwide (Remember).</li> <li>Explain the appeal of natural attractions to different types of tourists (Understand).</li> <li>Compare and contrast the features of natural vs built attractions (Analyse).</li> </ul>		<p><b>Objective assessments:</b> Be able to:</p> <ul style="list-style-type: none"> <li>List and label natural attractions on a map.</li> <li>Present as a group: Why do tourists visit natural attractions?</li> <li>Comparing natural and built attractions.</li> </ul> <p><b>Homework/Gwaith cartref:</b></p> <p>Ask family members/carers/friends the questions provided.</p> <p>Set: Due:</p>
<p><b>Week/Wythnos 4 Learning Objectives:</b></p> <p>Built Attractions</p> <ul style="list-style-type: none"> <li>Identify built attractions such as museums, landmarks, and theme parks (Remember).</li> <li>Discuss how built attractions contribute to local economies (Understand).</li> <li>Evaluate the sustainability of popular built attractions (Evaluate).</li> </ul>		<p><b>Objective assessments:</b> Be able to:</p> <ul style="list-style-type: none"> <li>Identify built attractions from images/descriptions.</li> <li>Write about the economic benefits of a chosen built attraction.</li> <li>Assess the sustainability of a specific built attraction.</li> </ul> <p><b>Homework/Gwaith cartref:</b></p> <p>Set: Due:</p>
<p><b>Week/Wythnos 5 Learning Objectives:</b></p> <p>Accommodation</p> <ul style="list-style-type: none"> <li>Recall different types of accommodation available for tourists (Remember).</li> </ul>		<p><b>Objective assessments:</b> Be able to:</p> <ul style="list-style-type: none"> <li>Recall accommodation types with their features.</li> <li>Plan accommodation</li> </ul> <p><b>Homework/Gwaith cartref:</b></p> <p>Carry out further reading and research surrounding these key issues.</p> <p>Set:</p>

<ul style="list-style-type: none"> <li>• Describe the needs and preferences of tourists when choosing accommodation (Understand).</li> <li>• Assess how accommodation influences the overall tourist experience (Evaluate).</li> </ul>	<p>options for different tourist profiles.</p> <ul style="list-style-type: none"> <li>• Write a reflective journal: How accommodation affects satisfaction on a recent trip or hypothetical visit.</li> </ul>	<p>Due:</p>
<p><i>Week/Wythnos 6 Learning Objectives:</i></p> <p style="text-align: center;">Other Features </p> <ul style="list-style-type: none"> <li>• Identify other key features affecting tourism (e.g., events, culture, shopping) (Remember).</li> <li>• Explain how these features attract different tourist segments (Understand).</li> <li>• Create a simple marketing pitch promoting a destination's other features (Create).</li> </ul>	<p><i>Objective assessments:</i></p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Categorise other tourism features in a destination.</li> <li>• Explain: How do events or culture attract tourists?</li> <li>• Create a presentation marketing a destination's unique features.</li> </ul>	<p><b>Homework/Gwaith cartref:</b> Revise key points from the topic, making a 'Brain Dump'</p> <p>Set: Due:</p>
<p><i>Week/Wythnos 6 Learning Objectives:</i></p> <p style="text-align: center;"></p> <ul style="list-style-type: none"> <li>• Describe the characteristics of coastal and rural destinations (Remember).</li> <li>• Analyse the benefits and challenges of tourism in coastal vs rural areas (Analyse).</li> <li>• Propose ways to improve sustainable tourism in these areas (Create).</li> </ul>	<ul style="list-style-type: none"> <li>• Diagram/chart showing features of coastal vs rural destinations.</li> <li>• Comparative essay or report: Benefits and challenges of tourism in these areas.</li> <li>• Project proposal: Suggest improvements for sustainable tourism in a chosen coastal or rural area.</li> </ul>	

**SUMMATIVE ASSESSMENT**

*Week/Wythnos 6 Learning Objectives:*

**Towns and Cities**

- Identify tourism features typical of towns and cities (Remember).
- Explain how urban tourism differs from rural/coastal tourism (Understand).
- Evaluate the impact of tourism on towns and cities (Evaluate).



- Recall urban tourism features.
- Written response: Differences between urban and rural tourism.
- Assess and evaluate a Case study: Assess the social and economic impacts of tourism on a specific city.

