

### Topic Studied: Travel and Tourism Unit 9

Week	Specification Point	Key Questions	Pre-Lesson Work	Set Homework	Independent Work Further Reading
1	Introduction to Visitor Attractions Types of Visitor Attractions	What are the different types of visitor attractions?  What are natural, built, and event attractions?	Read the introduction to visitor attractions in the textbook.	Write a mini essay on 3 tourist attractions that you have visited. What did you find appealing and not so appealing about each of them.	Research different visitor attractions online.
2	Appeal of Visitor Attractions	What do visitors find appealing about visitor attractions in London?	Conduct research on the appealing factors of 2 London attractions	Complete the assigned COURSEWORK TASK	Research different visitor attractions online.
3	Appeal of Visitor Attractions	What do visitors find appealing about visitor attractions in London?	Conduct research on the appealing factors of 2 London attractions	Complete the assigned COURSEWORK TASK	Research different visitor attractions online.
4	Ownership and operating Aims	What are the advantages and disadvantages of different types of ownership?	Compare public and private funding models.	Complete the assigned COURSEWORK TASK	Read pages 8-10 in the textbook.
5	The Scope, Scale and Multiplier effect of visitor attractions	What is the difference between SCOPE and SCALE of a business?	Watch videos on the Scope and scale of your 2 chosen attractions	Complete the assigned COURSEWORK TASK	Watch videos and make notes on the Scope and scale of your 2 chosen attractions
6	The Scope, Scale and Multiplier effect of visitor attractions	What is the Multiplier effect?	Watch videos on the multiplier effect on YouTube	Complete the assigned COURSEWORK TASK	Watch videos and make notes on the Multiplier effect of your 2 chosen attractions

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7	Funding Models	How are visitor attractions funded?	Research different funding models for attractions.	Compare public and private funding models.	Prepare a comparison chart of funding models.
8	Income Generation	How do attractions generate income?	Read about income generation strategies.	Identify income sources for a specific attraction.	Create a financial plan for a new attraction.
9	Meeting Visitor Needs	How do attractions meet visitor needs?	Study the facilities and services of a popular attraction.	Evaluate the accessibility of a local attraction.	Propose improvements for visitor services.
10	Meeting Visitor Needs	How do attractions meet visitor needs?	Study the facilities and services of a popular attraction.	Evaluate the accessibility of a local attraction.	Propose improvements for visitor services.
11	Responding to Competition	How do attractions stay competitive?	Analyze marketing strategies of competing attractions.	Develop a marketing plan for an attraction.	Conduct a SWOT analysis of an attraction.
12	Responding to Competition	How do attractions stay competitive?	Analyze marketing strategies of competing attractions.	Develop a marketing plan for an attraction.	Conduct a SWOT analysis of an attraction.

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