

	Unit 3	Unit 4
Content title	Y13 - Unit 2: Global Destinations	Y13 - Unit 9: Visitor Attractions
Purpose of the scheme	In this unit learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations.	In this unit learners develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.
Pre-read (suggested)		
Key knowledge and skills	Students will learn; A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations. A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support. A03 Evaluate information to make informed decisions about the suitability of travel plans, routes, and itineraries to meet the needs of specified customers. A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations	Students will learn; A Investigate the nature, role and appeal of visitor attractions. B Examine how visitor attractions meet the diverse expectations of visitors. C Explore how visitor attractions respond to competition and measure their success and appeal.
Key words / vocabulary	Transport hubs Itineraries Prime/Greenwich Meridian and International Date Line (IDL). Foreign and Commonwealth Office (FCO) advice Exchange rates Currency conversions silver surfers grey gappers	Meetings, Incentives, Conferences and Events (MICE). Scale, scope, and appeal of visitor attractions Department for Media, Culture and Sport (DCMS) charitable trusts educational charities Primary spend opportunities, e.g. admission, seats, exhibition tickets. Secondary spend opportunities, Diversification of facilities and amenities Association of Leading Visitor Attractions (ALVA) British Association of Leisure Parks, Piers and Attractions (BALPPA)
Exam board		
End point		
Assessment method		
Wider links	BBC news FCO travel information	https://www.jaxfaxmagazine.com/
Career links	Clear links to the travel and tourism industry	Clear links to the travel and tourism industry