

Year 13 Travel and Tourism Unit 9

Learning Programme 4

<p>The LORIC skill focus for this LP is: INITIATIVE.</p> <p>The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</p> <p>Integrity - Having strong moral principles.</p> <p>Gratitude - Feeling and expressing thanks.</p> <p>What will I be learning about in this Learning Programme? I will learn about how visitor attractions attract visitors both domestic and overseas.</p> <p>Where have I seen this learning before? In the global destinations exam.</p> <p>What could I use it for? To achieve the coursework criteria for Unit 9.</p>	<p>Literacy:</p> <ul style="list-style-type: none"> • Capital letters must be used at the start of sentences and for the first letter of proper nouns • Full stops must be used at the end of a sentence • Question marks must be used at the end of a question • Apostrophes should only be used for possession or omission • Days of the week and months must be spelled correctly • Key words must be spelled correctly
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<p>In LP4.1, I will know: 04/03/24 - (WK 1)</p> <p>the different types of visitors; the diverse visitor expectations.</p>	<p>Key Vocabulary</p> <p>Expectations</p>	<p>Homework</p> <p>Investigate different types of attractions.</p>
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<p>In LP4.2, I will know: 11/03/24 - (WK 2)</p> <p>the products and services provided; the primary and secondary spend opportunities.</p>	<p>Key Vocabulary</p> <p>Opportunities</p>	<p>Homework</p> <p>Identify primary and secondary spend opportunities.</p>
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PRT Task 1

<p>In LP4.3, I will know: 18/03/24 - (WK 1)</p> <p>the ways to meet and exceed visitor expectations; the use of technology in visitor attractions.</p> <p>Extended Task.</p>	<p>Key Vocabulary</p> <p>Exceed</p>	<p>Homework</p> <p>Types of technology used for customer satisfaction.</p>
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<p>In LP4.4, I will know: 25/03/24 - (WK 2)</p> <p>strategies to respond to competition; how to use market research.</p>	<p>Key Vocabulary</p> <p>Competition</p>	<p>Homework</p> <p>Different types of market research.</p>
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<p>In LP4.5, I will know: 15/04/24 - (WK 1)</p> <p>how to plan and market an attraction; provide a high quality visitor experience.</p>	<p>Key Vocabulary</p> <p>Experience</p>	<p>Homework</p> <p>Examples of high quality visitor experience.</p>
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PRT Task 2

<p>In LP4.6, I will know: 22/04/24 - (WK 2)</p> <p>how to plan and market an attraction; building brand loyalty.</p> <p>Extended Task.</p>	<p>Key Vocabulary</p> <p>Brand</p>	<p>Homework</p> <p>Identify successful Brands.</p>
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<p>In LP4.7, I will know: 29/04/24 - (WK 1)</p> <p>the indicators for success and appeal of an attraction; the data compiled by visitors associates.</p>	<p>Key Vocabulary</p> <p>Appeal</p>	<p>Homework</p> <p>Continue with coursework.</p>
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<p>In LP4.8, I will know: 06/05/24 - (WK 2)</p> <p>the methods used to present and analyse data; the importance of measuring the collected data.</p>	<p>Key Vocabulary</p> <p>Data</p>	<p>Homework</p> <p>Continue with coursework.</p>
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<p>Resources to support learning:</p> <p>https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2019.html Knowledge Organiser</p>

<p>FFET Award Challenge for this Learning Programme:</p> <p>Create revision booklet on global destinations</p>
