

### **Summary - Hospitality and Tourism: HT7 (Exploring Local Visitor Attractions)**

Learners will find out about their local visitor attractions through their Outdoor Learning trips. They will explore how they meet the needs of particular visitor types through an assessment.

#### **Knowledge**

Features of local visitor attractions

How local attractions appeal to different visitor types

Use of researching and keeping a word document/booklet of findings

Presenting information about local visitor attractions (methods and styles, such as leaflet, brochure, presentation, blog, vlog)

Organising information, consideration of clarity and accuracy of information, identifying sources of information, spelling, grammar

#### **Skills**

Carrying out research on local visitor attractions

Local visitor attractions, including: natural, e.g. beaches, gardens and country parks or purpose-built, e.g. theme parks, zoos or heritage, e.g. museums, stately homes/historic buildings.

Researching information on which local attractions are most appropriate for specific visitor types

Researching visitor needs:

- Speed of service
- Cost
- Location
- Access
- Entertainment
- Safety and security.
- Visitor types and their associated needs - e.g. adults, children, groups, families, overseas visitors, people with specific needs.

Researching how local visitor attractions appeal to specific visitor types:

- Accessibility
- Location and key transport routes
- Weather and climate, e.g. indoor/outdoor facilities
- Opening times
- Seasonal opening schedules
- Facilities, e.g. places to eat, washrooms, signs/information using Braille.
- Prices and pricing structure - cost of visiting, peak and off-peak prices, special offers and discounts
- Special events and entertainment.

Products and services, e.g. theme park rides, shops, catering, guided tours, activities, educational talks, car parks, first-aid facilities.

**Assessment**

Assessed on assignment

Verbal Feedback

Peer Assessment

**Intent**

To explore local tourist attractions through Outdoor Learning trips and use this opportunity to gain a BTEC accredited qualification through a presentation of information.