

Unit 3 Virtual Textbook – Teacher’s notes

Introduction

The materials and resources in this ‘virtual textbook’ are designed to help centres teach and prepare students for the Controlled Assessment for Unit 3 of the WJEC Leisure and Tourism specification.

It should be noted that there is some overlap with the content of Unit 1. This is due to the fact that certain ideas and concepts had to be included in Unit 1 to meet the core content criteria set out at the time by QCA. Also, the specification was designed so that Unit 3 would be seen as a development of some of the concepts covered in Unit 1.

The resource contains a range of activities, many of which contain thinking skills exercises which contribute to the assessment for learning (AFL) agenda.

It is strongly recommended that centres ensure that all aspects of Unit 1 have been covered sufficiently and that students have a baseline understanding of the content of the unit to enable them to develop their knowledge and understanding in preparation for the Controlled Assessment.

Centres should be thoroughly familiar with the demands and requirements of the Controlled Assessment and may well have gained experience of the best way to manage the assessment from Unit 1.

It is vital that centres give careful consideration to their choice of appropriate leisure and tourism organisations on which to base the Controlled Assessment and that these organisations can supply the necessary information. Visits to the selected organisations and input from staff are strongly advised.

Unit 3 ‘Virtual Textbook’ – Contents

Section 1 - Pages 1 – 15

Introduction to Leisure and Tourism organisations, Leisure and Tourism organisations as businesses, sectors and objectives, size and scale.

Section 2 – Pages 16 – 26

Business systems and functional areas.

Section 3 – Pages 27 – 36

Employment, job roles and employment structures.

Section 4 – Pages 37 – 49

Skills and qualities for working in leisure and tourism organisations.

Section 5 – Pages 50 – 61

Range of products and services, changing products and services, meeting customers' needs.

Section 6 – Pages 62 – 73

Promotion, sales and marketing. Marketing principles and processes. Segmentation and market research.

Section 7 – Pages 74 – 83

The Marketing Mix and the “4 ‘P’ s”.

Section 8 – Pages 84 – 100

Promotional methods/techniques and promotional materials.

Section 9 – Pages 101 – 107

SWOT analysis and Selling Skills.

Section 10 – Pages 108 – 116

Customer Service

Section 11 Pages 117 – 123

Health, Safety & Security