



Teacher Program Overview + Schedule

Tourism Today & Tomorrow: Years 11 & 12

Program Duration: 75 minutes

Minimum Participants: 20 Students

Program Overview

Tourism students from Year 11 and 12 will have the opportunity to explore and discover the ever changing and dynamic industry of Tourism. Engaging in a multimodal presentation, students will have the opportunity to learn about a wide range of elements that make up the dynamic Tourism industry including Travel, Marketing, Ethical and Sustainable Tourism, Careers, and Culture. Students will hear from industry knowledgeable Managers about their experience in the Tourism industry with Village Roadshow Theme Parks and how they got to where they are today.

**Please note this program has been created using the Queensland Curriculum and Assessment Authority 2024 Tourism Applied Syllabus documents.*

Program Schedule

Time

8:45am Arrival

Students and teachers to meet Education Officers at Booth 1 at the front of Warner Bro's Movie World.

9:00am Education Program

The Education officer will give the students a brief tour on route to the Education Program.

10:15am Program Conclusion

At the conclusion of the session, students will be free to enjoy the park for the rest of the day, at the teachers' discretion.

**Please see following page for Program Mapping*

Program Mapping

Tourism Today & Tomorrow: Years 11 & 12

Alignment with the Queensland Curriculum and Assessment Authority 2024	
TOURISM	
Tourism and Travel Unit A	Travelling: Push and Pull factors influence travel choices (A1).
	Destinations: There are social, cultural, economic, and environmental impacts of tourism that create challenges and opportunities for tourism destinations (A1).
	Travel Preparations: Tourists should have knowledge of the destination and travel requirements, including costs, accommodation details, attraction experiences, safety and health advise, and required travel documents (A2).
Tourism Marketing Unit B	Tourism Market: The tourism market consists of consumers, suppliers, products and government tourism agencies, who rely on tourism marketing to create demand (B1, B2).
	Marketing Promotion: Tourism businesses employ a range of strategies during marketing campaigns such as advertising and promotions, print and digital promotional products and targeted/mass marketing placement (social media, television advertising, mail) (B1, B2).
	Market Research: Tourism data can be found through a range of relevant resources including government websites, tourism market research websites, and tourism marketing agencies. This data is useful for businesses, destinations, and product development and comparison (B1).
Tourism Trends and Patterns Unit C	Impact of Trends: Tourism trends influence why, where, how and when people travel and to which tourism destinations. These tourism choices have impacts (opportunities and challenges) that consider environmental, social, cultural and economic factors. (C1)
	Ethical Tourism: The practices, principles, and purposes of tourism at a destination effect its ethical nature. Ethical tourism encourages the industry to actively minimize potentially negative impacts on the environment, cultural heritage, and society. (C1, C2)
	Sustainable Tourism: The tourism industry must be flexible and adaptive to change to remain a sustainable industry. Sustainable development considers current and future economic, social and environmental impacts. (C2)
Tourism Regulation Unit D	Impact of Regulation: Opportunities and challenges of tourism regulation affect new and established tourism businesses. Ethical codes of practice, environmental and conservation laws, and safety requirements/management influence business operations. (D1, D2)
	Legislation: The tourism industry is primarily regulated through relevant legislation including the <i>Work Health and Safety Act 2011 (QLD)</i> and the <i>Competition and Consumer Act 2010 (QLD)</i> . It is important that businesses also make relevant consumer protection legislation, codes of conduct and appropriate accreditation known to them. (D1, D2)
Tourism Industry and Careers Unit E	Industry: The tourism industry is diverse and encompasses a wide variety of associated sectors, organisations, and relationships. The value of the tourism industry is influenced by its opportunities for growth and the capabilities of its workforce to stimulate tourism products. (E1)
	Careers: Career and employment opportunities exist across the sectors from entry-level through to management positions. Tourism specific knowledge skills are developed through training and education based on employee/employer needs. (E2)