

Year 9 Travel and Tourism Summer Overview

Students have previously been looking at how different tourism organisations and travel agents can be affected by natural, political, economic and social events. Students have learnt about over-tourism and the societal problems this can cause, along with natural disasters such as hurricanes and how they can affect tourism. In addition to this, students have learnt about the Multiplier Effect and how this supports in promoting tourism.

Summer Term curriculum

This module gives students a foundation surrounding business and economic models/theory and how they apply to the tourism and travel sector.

Students will begin the term by investigating into different influences on global travel and tourism such as the need for businesses to merge. Students will continue to learn about other key organisations that play a role in the tourist industry and the value of forging partnerships. After this, students will begin to get an insight into how exchange rates work and the value of money. Students will strengthen their numeracy skills by practising converting currency according to different exchange rates. They will then look into how different exchange rates can affect a country's economy. They will analyse a variety of real-life case studies to develop their cultural capital.

The knowledge learnt from this module will underpin essential knowledge and exam skills required for Component 2 in year 10 and 11.

By the end of the Summer term, students should be able to:

✓ Understand what a merger is.
✓ Know that small companies can develop through merging and consolidating
✓ Identify benefits from a partnership scenario
✓ Explain a range of actions that can be carried out to achieve sustainable travel and tourism.
✓ Know what is meant by disposable income.
✓ Recognise and calculate exchange rates
✓ Explain how exchange rates have a big influence on spending amounts and prices.
✓ Explain what is meant by a "low cost carrier".
✓ Explain how the economy plays a vital role in the success of global tourism.

Assessment

Students will be assessed formatively through completion of homework as well as an end of year written assessment completed under exam conditions.

Useful websites to support and challenge learning

- <https://www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports/travel-trends-2020>
- <https://www.gov.uk/foreign-travel-advice>
- Currency converter - <https://www1.oanda.com/currency/converter/>
- Travel partnerships - <https://cww.travel/blog/partnerships-are-essential-to-growth-in-the-travel-industry/>
- BBC news - <https://www.bbc.co.uk/news/topics/clm1wxp5378t/uk-economy>