

Year 10 Travel and Tourism Autumn Overview

Year 10 students develop their understanding developed in the first phase in Year 9 to apply their skills in customer service, destination awareness plus business to a range of travel scenarios and destinations. The overall objective is to have completed the mandatory examination (first attempt) and 33% of all coursework before the final year begins.

Autumn Term curriculum

Students will begin to encounter exam level questions on a range of themes surrounding the marketing, management and sustainability of destinations. They will understand more fully the variations between emerging and more mature destinations and also consider the role of a range of public and private organisations which make up the tourist industry. Other assignments will look at the vital job of keeping the tourist safe and well whilst also considering the sustainable wellbeing of local people and their environments

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

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| ✓ Describe the ways Destination Management Organisations (e.g. Visit England) use public and private funds to promote and regulate tourism |
| ✓ Describe the influence Governments can have through taxation, immigration and investment on the tourist industries |
| ✓ Explain why tourist companies merge or have interrelationships with each other |
| ✓ Describe a range of strategies that the transport and accommodation industries use to be more sustainable and eco-friendlier. |
| ✓ Be able to identify the features of an emerging tourist destination and how they differ from more mature destinations. |
| ✓ How the industry responds to the risks for tourists posed by climatic hazards, tectonic hazards, transmittable diseases, terrorism and transport accidents. |
| ✓ Have begun to collect research materials ready for their own chosen destination marketing exercise on a UK tourist region. |

Assessment - Students will be assessed formatively through completion of homework/coursework preparation, as well as a first past paper assessment (not full paper)

Useful websites to support and challenge learning

- <https://www.visitbritain.com/gb/en>
- <https://www.visitengland.com/>
- <https://www.rome2rio.com/>
- <https://www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports/travel-trends-2020>
- <https://www.gov.uk/foreign-travel-advice>