

## Year 11 Travel and Tourism Autumn Overview

Year 9 students who have opted for Travel and Tourism this year, will have very little experience of the subject however the knowledge they have gained from Geography, will be very useful. We use Year 9 as a foundation stage and the scheme of learning includes generic knowledge about the tourist industry and has a bigger focus on vocational and functional skills.

### Autumn Term curriculum

Within the first term of learning Travel and Tourism, students will learn the significance and importance of tourism to the UK economy in terms of contribution to GDP and employment. Then they will investigate how the sector works in terms of accommodation, attractions and transport sector and how markets are segmented. Finally, students will be introduced to the Tourist Life Cycle and how tourist regions can be seen to exist and develop in line with the Tourist Life Cycle. They will analyse a variety of problems through unpicking and critically evaluating real life case studies.

Finally, students will learn about how tourist behaviour can have social, cultural and ethical implications and how these can be avoided. 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 Autumn term, students should be able to:**

✓ Explain the contribution of tourism to UK economy using a range of maps, charts, graphs to analyse regional and temporal changes
✓ Understand the strengths and weaknesses of the tourism sector as an employer and industry
✓ Understand the idea of a Tourist Life cycle or (Butler model). Know how, when and why Blackpool moved through this cycle
✓ Understand that technology, fashion, government intervention, competition and marketing drive changes on TALC
✓ Explain the main classifications of commercial accommodation offer in terms of level of service, style and cost. The criteria used by Visit UK to star rate accommodation
✓ Understand the advantages of travel agents voluntarily joining regulatory bodies such as ABTA.
✓ Recognise a variety of different transport options and their features.
✓ Explain how time zones work and calculate changes.
✓ Explain ways that good customer service can be achieved.
✓ Explain the difference between a Visa and a passport and their purpose.

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

### **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>