

Year 9 Travel and Tourism Summer Term Plan

Throughout the summer term, Year 9 Travel and Tourism students will be working on the following units:

UNIT 25: Disposable Income

- **KNOW:** the definition of disposable income and its significance to the tourist industry
- **UNDERSTAND:** that there are many direct and indirect influences on the level of disposable income including globalisation, work legislation, technology, and oil prices.

UNIT 26 Exchange Rates

- **KNOW:** That different nations have different currencies which are worth varying levels of worth in relation to the Great British Pound.
- **UNDERSTAND:** That a range of political and economic factors will influence exchange rates and that this can have significant impacts on profit margins for inbound and outbound tourists

UNIT 27: Budget Airlines and how they operate Easy Jet

- **KNOW:** That deregulation has led to the emergence of budget airlines who have increased outbound/inbound tourism. Companies like EasyJet and Ryan Air are huge companies. Know the ways they have been able to reduce costs such as slots, fuel stacking, regionalisation, internet booking, classless flights.
- **UNDERSTAND:** How each strategy has led to reduced costs and overheads. Understand that lowering overheads can increase profits

UNIT 28: Key Developments in Tourism in modern History

- **KNOW:** Some of the events and developments that have shaped the modern tourist industry for better or worse such as emergence of budget air
- **UNDERSTAND:** Legal, business, technological and governmental changes have combined to form the modern-day tourist industry either directly or indirectly and these changes vary from how we travel and holiday to where we travel and holiday

UNIT 29: Technology and Tourism

- **KNOW:** That technology has revolutionised passenger numbers plus journey times
- **UNDERSTAND:** That technology has also reduced costs and maximised choice

There will be an assessment to review learning from these units.

For any remaining lessons, students will be set a series of tasks that introduce them to the skills required to succeed in their coursework throughout year 10 and 11. Such skills will include researching and synthesizing information from a variety of sources, evaluating different tourist attractions and understanding the appeal to a wide range of visitor types.