

Year 9 Travel and Tourism Spring Overview

Students have previously been looking at how different tourism organisations and travel agents support customers in the tourist industry. Students have learning about the importance of good communication skills, good customer service, health and safety and equality.

Spring Term curriculum

This module delves into different influences on global travel and tourism, sustainability and tourism development. Students will begin the term by investigating the role of VisitBritain and the marketing and promotional techniques it uses. Students will continue to learn about other key organisations that play a role in the tourist industry to cement the concept that tourism does not exist as a group of accommodation and transport providers but is a complex group of partnerships and government intervention.

After this, students will embark on learning about the role that local government plays in dealing with common issues arising from tourism. Students will look into what sustainability is and how it can take on social, economic and environmental forms. 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 Spring term, students should be able to:

✓ Understand and evaluate a range of VisitBritain promotional activities.
✓ Understand the difference between a visa and a passport and how they can affect or restrict travel.
✓ Explain a range of actions that can be carried out to achieve sustainable travel and tourism.
✓ Understand the important of identifying changing trends and adapting to meet new and emerging markets.
✓ Recognise the issues facing a tourist hotspot such as Venice.
✓ Explain how accommodation can reduce waste and energy and be environmentally friendly.
✓ Explain ways that tourist behaviour could be modified to avoid social implications.
✓ Explain published Government advice and comment on strategies to reduce holiday crime.

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