

Key Vocabulary for Spring Term Overviews

Subject: Travel and Tourism		Year Group: 9
Key Learning Points/End Points	Key Vocabulary	
Students will begin the term by investigating the role of VisitBritain and the marketing and promotional techniques it uses.	Promotion, marketing, campaign, private sector, public sector, destination, segmentation, partnership, DMO, immigration, embassy, consulate, visa, passport, origin, nationality, inbound, outbound, ABTA, government, political, regulation	
Students will understand foundation business and economic models/theory and how they apply to the tourism and travel sector.	Capital, indirect, package, ancillary organisation, tour operator, insurance, merger, acquisition, integration, economy of scale, customer base, charter and scheduled flights, monopoly, brand, consolidate, outsource, specialised interrelationship, shared resources, disposable income, globalisation, mechanisation, legislation, recession, boom, unemployment, Stirling, Euro, dollar, inbound, outbound, exchange rate	