

Year Group: 9	Subject: Travel and Tourism	Term: Summer Term
Topic	Key Learning points	Assessment
<b>Key developments in Tourism in modern History</b>	<ul style="list-style-type: none"> <li>• Know what is meant by a “low cost carrier”</li> <li>• Recall several well-known budget airline companies</li> <li>• Know the different features of affordability</li> <li>• Explain how measures create affordability</li> <li>• Know key changes within the UK tourism industry</li> <li>• Classify key changes into technological, political, economic and social changes</li> <li>• Identify major technological developments within the Tourism industry</li> <li>• Identify major transport developments</li> <li>• Know what is meant by a specialist and niche tourism</li> </ul>	<p>Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions.</p> <p>The assessment will largely be multiple choice and short answer questions.</p>
<b>UK Counties</b>	<ul style="list-style-type: none"> <li>• Identify different UK counties and their specific characteristics</li> <li>• Identify common and unique features within different counties</li> <li>• Know how TripAdvisor and other data is used to influence tourism in specific counties</li> <li>• Know how to produce simple Bar charts to show visitor numbers and attraction types</li> <li>• Know what a target market is</li> <li>• Know how different attractions can cater to different target markets</li> <li>• Know what a SWOT analysis is</li> <li>• Effectively conduct a SWOT analysis on a UK county.</li> </ul>	<p>The assessment will monitor understanding of essential knowledge from a variety of different modules learnt throughout this year.</p>