

Year 10 Topics - Tech Award Travel & Tourism

In year 10 & 11 we teach the following topics over the course of the year. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

Comp 2: Influences on Global Travel and Tourism

Learning Aim A: Factors that influence global travel and tourism				
Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
A1 Factors influencing global travel and tourism	Students need to understand that travel and tourism organisations and destinations are influenced by many factors, many of which are beyond their control. They need to know that some factors can have a positive effect, while others have a negative effect and understand that the factors can influence visitors, including their choice of global destination.	<p>Economic factors – an understanding of how:</p> <ul style="list-style-type: none"> • recession/boom can affect the amount of money people are willing to spend on holidays and travel • levels of employment affect the levels of disposable income that people have to spend on holidays, travel costs and living costs within the destination • changing cost of fuel can affect travel costs • fluctuations in currency exchange rates affect the affordability of destinations 	<ul style="list-style-type: none"> • Economic factors • Recession • Boom • Unemployment • disposable income • travel costs • currency fluctuations • exchange rates • affordability • destinations 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • oracy • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice
		<p>Political factors – an understanding of how:</p> <ul style="list-style-type: none"> • different types of legislation and regulations can be used for visitor security, equality, customer financial protection, developing services and facilities, controlling development; • health and safety laws, employment laws, planning laws • trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination 	<ul style="list-style-type: none"> • Political factors • legislation • regulations • visitor security • equality • financial protection • health and safety laws • employment laws • planning laws • trade • airport taxes 	

		<ul style="list-style-type: none"> • passport and visa/entry requirements can affect visitor numbers to a destination • governments promote tourism through funding and tax incentives to encourage tourism development • political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, poor image 	<ul style="list-style-type: none"> • passport • visa requirements • tax incentives • tourism development • political instability, civil unrest/war • business failure 	
		<p>Natural disasters – an understanding of:</p> <ul style="list-style-type: none"> • natural disasters – earthquakes, volcanic eruptions, tsunamis, sink holes • severe weather events – flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches, snow storms • possible effects - impact on local business, infrastructure, business operations, disruption/cancellation for visitors, repatriation, evacuation 	<ul style="list-style-type: none"> • natural disasters • earthquakes • volcanic eruptions • tsunami • sink holes • severe weather events • flooding • drought • fires • landslides • hurricanes • tornadoes • avalanches • snow storms • infrastructure • business operations • disruption • repatriation • evacuation 	
		<p>Media, publicity and image: an understanding of:</p> <ul style="list-style-type: none"> • types of media – newspaper reports, online reviews, travel blogs, use in film or TV drama, media coverage of international and sporting events 	<ul style="list-style-type: none"> • publicity and image • types of media • newspaper reports, • online reviews • travel blogs 	

		<ul style="list-style-type: none"> • how media exposure of global destinations can affect visitor numbers 	<ul style="list-style-type: none"> • international events • sporting events • media exposure • global destinations • visitor numbers 	
		<p>Safety and security concerns – an understanding of:</p> <ul style="list-style-type: none"> • risks relating to personal safety and security in an unfamiliar environment, including theft, accidents, getting lost • safety measures implemented by authorities and travel providers and in place on transport and at terminals and their influence on visitors – delays, inconvenience, reassurance of security • the need for visitors to be aware of guidance relating to individual safety and security when in global destinations – times and areas to avoid when going out, keeping possessions safe, being aware of risks due to unfamiliarity of destination, including safety of natural environment • possible effects of safety and security concerns on the appeal of global destinations 	<ul style="list-style-type: none"> • personal safety • personal security • unfamiliar environment • theft • accidents • getting lost • safety measures • delays • inconvenience • reassurance of security • personal possessions safe • natural environment 	
		<p>Health risks and precautions – an understanding of:</p> <ul style="list-style-type: none"> • infectious diseases and illnesses – malaria, yellow fever, cholera, tetanus, typhoid, norovirus – symptoms, vaccinations • how to take precautions and preventative measures against these 	<ul style="list-style-type: none"> • Health risks and precautions • infectious diseases and illnesses • malaria, yellow fever, cholera, tetanus, typhoid, norovirus 	

		<p>illnesses and diseases – clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices</p> <ul style="list-style-type: none"> • how health risks could lead to bad publicity for global destinations and travel and tourism organisations • how the need to take precautions could influence visitor choice of destination or holiday 	<ul style="list-style-type: none"> • symptoms, vaccinations • preventative measures against these illnesses and diseases • clothing, medicines, equipment, insurance, hygiene, food and drink choices • bad publicity 	
A2 Response to factors	Students need to understand the different types of organisation that might respond to these influencing factors and know the names of key organisations involved in travel and tourism and the ways in which these organisations respond.	<p>Travel and tourism organisations – an understanding of possible responses, including:</p> <ul style="list-style-type: none"> • adapting and developing new products and services • adapting operational procedures • reviewing destinations offered • reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor • managing public relations 	<ul style="list-style-type: none"> • travel and tourism organisations • new products and services • operational procedures • price structures • public relations 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • numeracy • IT • research • communication • working collaboratively • analysis • evaluation • reflective practice
		<p>Government: local, regional, national – an understanding of possible responses, including:</p> <ul style="list-style-type: none"> • providing public with up-to-date information • imposing travel restrictions • promoting a positive image • encouraging employment • improving infrastructure • introducing or tightening of security measures 	<ul style="list-style-type: none"> • local gov • regional gov • national gov • up-to-date information • travel restrictions • employment • infrastructure • tightening security measures 	
		<p>Voluntary organisations – an understanding of possible responses, including:</p>	<ul style="list-style-type: none"> • voluntary organisations 	

		<ul style="list-style-type: none"> • promoting sustainability, conservation and protection • campaigning for governments to affect change • raising awareness of issues – ethical, environmental • raising funds 	<ul style="list-style-type: none"> • Sustainability • conservation • ethical issue • environmental issues • fund raising 	
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Learning Aim B: Impact of travel and tourism and sustainability				
Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
B1 Possible impacts of tourism	Students need to understand the possible positive and negative impacts of tourism on destinations. Some global destinations may be more vulnerable to these impacts than others for a variety of reasons including the impact of incoming visitors on the local community, the contribution of tourism to the local economy and how tourism can both help to protect and threaten the environment.	<p>Social impact of tourism:</p> <ul style="list-style-type: none"> • possible negative impact of tourism on local communities – disruption to everyday life, loss of culture, resentment towards visitors, increased crime, staged authenticity, exploitation of locals, loss of traditional lifestyles • possible positive impact of tourism on local communities – improved quality of life, access to facilities, improved transport and infrastructure, including healthcare and improved cultural awareness. 	<ul style="list-style-type: none"> • social impact • disruption to everyday life • loss of culture • crime • staged authenticity • exploitation of locals • loss of traditional lifestyles • quality of life • access to facilities • transport • infrastructure • healthcare • cultural awareness 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice
		<p>Economic impact of tourism:</p> <ul style="list-style-type: none"> • possible negative impact of tourism on the economy – low-paid jobs, seasonal unemployment, leakage, increased cost of living • possible positive impact of tourism on the economy – employment opportunities, training and education, 	<ul style="list-style-type: none"> • economic impact • low-paid jobs • seasonal unemployment • leakage • cost of living • employment opportunities 	

		<p>multiplier effect, foreign currency earnings, contribution to taxes and GDP</p>	<ul style="list-style-type: none"> • training and education • multiplier effect • foreign currency earnings • contribution to taxes • GDP 	
		<p>Environmental impact of tourism:</p> <ul style="list-style-type: none"> • possible negative impact on the environment – loss of habitats, loss of wildlife, threatened species; increased pollution, including noise, air, water; overcrowding, traffic congestion, reduced biodiversity, environmental degradation; erosion to footpaths, riverbanks, lakeshores • possible positive impact on the environment – conservation, including protection of wildlife, protected areas, national parks; environmental education, creation of open spaces, improved street furniture; regeneration, including urban renewal and the reuse of traditional buildings for new activities 	<ul style="list-style-type: none"> • environmental impact • loss of habitats • loss of wildlife • threatened species • pollution • overcrowding • traffic congestion • biodiversity • environmental degradation • erosion • conservation • protection of wildlife • protected areas • national parks • environmental education • open spaces • street furniture • regeneration • urban renewal • reuse of traditional buildings 	
B2 Sustainability and managing social impacts	Students need to understand the ways that social impacts can	<ul style="list-style-type: none"> • Educating visitors to encourage them to reduce their negative impacts on the local community and culture – how to behave and dress appropriately without 	<ul style="list-style-type: none"> • negative impacts • appropriate dress • respect for traditions and religions 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing

	be managed in a sustainable way.	<p>causing offence to local communities; how to show respect for traditions and religions; how to avoid conflict.</p> <ul style="list-style-type: none"> • How infrastructure development can benefit local people. • Including local communities in decision making. • Partnership projects where local communities have a share or ownership of a resort/lodge and provide staffing. • Introducing tourist taxes and using the money for community projects 	<ul style="list-style-type: none"> • conflict • infrastructure • partnership projects • tourist taxes • community projects 	<ul style="list-style-type: none"> • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice
B3 Sustainability and managing economic impacts	Students need to understand the ways that economics impacts can be managed in a sustainable way.	<ul style="list-style-type: none"> • tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs and education • visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport • governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and staff to benefit the local economy • visitor spend can be increased and retained 	<ul style="list-style-type: none"> • employment and training opportunities • local produce, crafts and food, and using local transport • foreign-owned companies • all-inclusive resorts 	
B4 Sustainability and managing environmental impacts	Students need to understand the ways that environmental impacts can be managed in a sustainable way.	Visitors are managed – restricting the number of visitors allowed into a destination at a particular time, controlling movements, direction of flow – issuing visas and permits, maximum limits	<ul style="list-style-type: none"> • visitor management • visitor numbers • visas and permits • maximum limits 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research
		Traffic can be managed – restricting the amount of traffic allowed into a destination, providing affordable and frequent public transport,	<ul style="list-style-type: none"> • traffic management • traffic restrictions 	

		adequate parking and facilities, park and ride schemes	<ul style="list-style-type: none"> • affordable public transport • parking and facilities • park and ride schemes 	<ul style="list-style-type: none"> • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice
	Visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport	<ul style="list-style-type: none"> • alternate types of transport • hybrids • green and electric-powered transport 		
	Planning is controlled – building regulations, planning permission, size and location of developments, maintain local style in scale and design	<ul style="list-style-type: none"> • building regulations • planning permission • size and location of developments • local style in scale and design 		
	Legislation and regulations encourage sustainability and reduce the environmental impact of tourism	<ul style="list-style-type: none"> • legislation • regulations • sustainability • environmental impact 		
	Visitors are educated on how they can reduce their impact on the local environment and ways to contribute towards looking after it	<ul style="list-style-type: none"> • environmental impact • local environment 		
	Resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limit the amount of pools	<ul style="list-style-type: none"> • waste management • energy & water supplies • recycling 		
	Natural areas vulnerable to the high volume of visitors are protected by creating nature/marine reserves, limiting or preventing access	<ul style="list-style-type: none"> • natural areas • marine reserves • nature reserves 		
	Visitors are educated on the wildlife, natural world and special qualities of the environment guides	<ul style="list-style-type: none"> • wildlife • natural world • environment guides 		

Learning Aim C: Destination Management				
Topic	Rationale	Knowledge acquisition	Knowledge acquisition	Skills and enrichment
C1 Tourism development	Students need to understand that the appeal and characteristics of some global destinations may change over time. They need to understand that increased numbers of visitors and the development of visitors facilities, amenities and infrastructure may influence destinations negatively or positively. They need to know the different stages of the Tourist Area Life Cycle (TALC) and understand the suitability of emerging and mature destinations for different holiday and visitor types.	<ul style="list-style-type: none"> • Stages of tourism development as suggested by Butler’s Tourist Area Life Cycle (TALC) model. • Stages – exploration; involvement; development; consolidation; stagnation; decline/rejuvenation. 	<ul style="list-style-type: none"> • Butler’s Tourist Area Life Cycle (TALC) model. • Exploration • Involvement • Development • Consolidation • Stagnation • decline/rejuvenation 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice
		<p>Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4% year on year. Characteristics of emerging destinations may include:</p> <ul style="list-style-type: none"> • visitors seek adventure, ‘authentic’ experience, culture or nature based • may be difficult for overseas visitors to access • transport links likely to be undeveloped • basic infrastructure – energy, water, waste disposal • local people may not have access to healthcare and education • unspoilt natural and cultural features are the main attraction • local communities follow traditional lifestyles • seek to develop tourism to boost economies, raise living standards • low volume of visitors – may have to make own travel arrangements 	<ul style="list-style-type: none"> • Emerging destinations • ‘authentic’ experience • basic infrastructure • unspoilt natural and cultural features • traditional lifestyles • living standards • low volume of visitors 	

		<ul style="list-style-type: none"> • limited awareness of the destination globally 		
		<p>Mature destinations – destinations that have been popular for over twenty years with growth rates of visitor arrivals around 2% year on year. Characteristics of mature global destinations may include:</p> <ul style="list-style-type: none"> • high volume/mass tourism with organised package holidays • fully integrated transport links • fully developed infrastructure • may be a strain on resources such as water • natural and cultural features may be damaged, diluted, overwhelmed by tourism • established season • extensive advertising of the destination, which is well known globally • standard of visitor facilities may become run down • local economy is reliant on tourism • may be some conflict between locals and visitors. 	<ul style="list-style-type: none"> • Mature destinations • high volume • mass tourism • organised package holidays • fully integrated transport links • fully developed infrastructure • strain on resources • established season • standard of visitor facilities • reliance on tourism • conflict 	
C2 The role of local and national governments in destination management	Students need to understand the important role of governments in developing and encouraging tourism as well as destination management. They	<ul style="list-style-type: none"> • considering travel restrictions, security measures and entry requirements, including passport and visa requirements • improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal 	<ul style="list-style-type: none"> • travel restrictions • security measures • entry requirements • passport and visa requirements • transport links and networks • gateways and hubs 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research • numeracy

	<p>need to know the reasons that governments may have for developing tourism to maximise the positive impacts.</p>	<ul style="list-style-type: none"> • supporting, approving and controlling the development of facilities and tourism • infrastructure • improving communication links – accessibility to the internet, Wi-Fi • attracting funding from outside investors or the private sector • providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment • managing destinations by ensuring tourism development is sustainable – helps local communities benefit from tourism through employment, business initiatives, promoting ‘support local’ schemes; reduces possible negative impacts of tourism • managing tourism development through taxes, rules and legislation 	<ul style="list-style-type: none"> • infrastructure • infrastructure • communication links • accessibility to the internet • Wi-Fi • outside investors • private sector • new initiatives • managing destinations • sustainability • ‘support local’ schemes • taxes, rules and legislation 	<ul style="list-style-type: none"> • communication • working collaboratively • analysis • evaluation • reflective practice
<p>C3 The importance of partnerships in destination management</p>	<p>Students need to understand that partnerships between organisations can help ensure destinations are managed effectively for the benefit of visitors, local communities and</p>	<ul style="list-style-type: none"> • Types of partnership and their purpose. • Public and private sector – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale. • Voluntary and private sector – private sector may assist with the costs of promoting or running an event and in return receive positive publicity. 	<ul style="list-style-type: none"> • partnerships • public and private sector • local authority • voluntary and private sector • public and voluntary sector 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research • numeracy • communication

	environments, and for the future.	<ul style="list-style-type: none"> Public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources 		<ul style="list-style-type: none"> working collaboratively analysis evaluation reflective practice
		<p>Destination management organisations – bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, major events</p>	<ul style="list-style-type: none"> Destination management organisations Marketing Funding Sponsorships major events 	
		<p>Possible advantages of partnerships:</p> <ul style="list-style-type: none"> shared resources/skills/expertise new ideas shared costs increased coverage/publicity/profile 	<ul style="list-style-type: none"> shared resources skills expertise new ideas shared costs coverage publicity profile 	
		<p>Possible disadvantages of partnerships:</p> <ul style="list-style-type: none"> conflicting aims and priorities less flexibility slows down decision-making process difficulty in responding quickly to changes/events 	<ul style="list-style-type: none"> conflicting aims and priorities less flexibility decision-making process 	