

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.

Component 1 - Travel and Tourism Organisations and Destinations

Learning aim A: Investigate the aims of UK travel and tourism organisations				
Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
A1 Travel and tourism organisations	Students need to be able to describe the type and purpose of different travel and tourism organisations and understand how the purpose of each organisation contributes to the travel and tourism sector.	Tour operators – assemble and operate component parts of holidays as a package for travel agents to sell, or operate a direct sales service to customers such as package holidays, transport, accommodation, excursions	<ul style="list-style-type: none"> • tour operator • travel agent • package holiday • excursion • direct sales 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice • self-management • self-monitoring
		Travel agents, including business and retail – give expert advice and guidance; arrange and book trips, excursions, flights and package holidays for customers; arrange and book ancillary services, including car hire, insurance, foreign exchange.	<ul style="list-style-type: none"> • ancillary services • insurance • foreign exchange 	
		Accommodation providers – provide a range of accommodation options, services and facilities.	<ul style="list-style-type: none"> • accommodation providers 	
		Tourist attractions – provide recreation, entertainment, education, tourist facilities.	<ul style="list-style-type: none"> • tourist attractions 	
		Tourism promotion – such as tourism agencies, regional tourist boards, tourist information centres; provide information, advice and guidance to visitors, encourage visitors.	<ul style="list-style-type: none"> • promotion • tourist agency • tourist board • tourist information 	
		Transport facilities and providers, gateways and terminals – provide safe transport from one destination to another, can include additional services such as catering, entertainment.	<ul style="list-style-type: none"> • gateway • terminal • transport 	

		Conference and events management – to book/provide venue and services such as administration, promotion, equipment hire for a conference or event.	<ul style="list-style-type: none"> • conference • events • venue • administration • promotion 	
		Regulators – regulate the industry and protect customers, give customers advice and support, representation, repatriation, licensing, deal with customer complaints/arbitration	<ul style="list-style-type: none"> • regulator • ABTA • representation • repatriation • licensing • complaints • arbitration 	
		Travel and tourism trade associations – ABTA – represent travel agents and tour operators.	<ul style="list-style-type: none"> • travel & tourism associations • ABTA 	
A2 Ownership of Travel and tourism organisations	Students need to know the different types of ownership of travel and tourism organisations and understand how each type of ownership affects the function and aims of an organisation.	Private – owned or controlled by private individuals or shareholders, e.g. travel agencies, accommodation providers, transport providers; common ownership, e.g. tour operators and travel agents under the same ownership.	<ul style="list-style-type: none"> • private sector 	<ul style="list-style-type: none"> • independence • reading • effective writing • literacy • research • communication • working collaboratively • analysis • evaluation • reflective practice • self-management • self-monitoring
		Public – funded and sometimes owned by central and local government, e.g. tourist information centres, national tourism agencies, museums	<ul style="list-style-type: none"> • public sector 	
		Voluntary – independent organisations funded by membership donations, grants, sales of products, services – e.g. conservation charities.	<ul style="list-style-type: none"> • voluntary sector • donations • grants • charities 	
A3 Aims of Travel and	Students need to understand the different aims of	Financial aims: <ul style="list-style-type: none"> • selling of goods and services to make a profit 	<ul style="list-style-type: none"> • profit • sales revenue • sales maximisation 	<ul style="list-style-type: none"> • independence • problem solving • reading

tourism organisations	<p>travel and tourism organisations, and how the aims interrelate.</p> <p>Students need to understand how UK travel and tourism organisations contribute to the UK economy and how the sector provides direct and indirect employment, and how growth or decline in tourism can affect infrastructure.</p>	<ul style="list-style-type: none"> • increasing sales and maximising sales revenue • increasing market share • reducing losses • controlling costs • breaking even • managing assets 	<ul style="list-style-type: none"> • market share • loss • costs • break even • assets 	<ul style="list-style-type: none"> • effective writing • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice • self-management • self-monitoring
		<p>Strategic aims:</p> <ul style="list-style-type: none"> • corporate social responsibility • sustainability • impact on protect the environment, to contribute to the local community. • expanding • diversifying • competing • providing high-quality services and products • providing value for money • generating customer loyalty • raising brand awareness 	<ul style="list-style-type: none"> • corporate social responsibility • sustainability • environment • local community • expanding • diversifying • competing • quality • value for money • customer loyalty • brand awareness 	
		<p>Meeting regulatory standards, e.g. standards regulated by the Civil Aviation Authority (CAA) or the Office of Rail and Road (ORR).</p>	<ul style="list-style-type: none"> • Regulatory standards • Civil Aviation Authority (CAA) • Office of Rail and Road (ORR). 	
		<p>Contribution of travel and tourism organisations to the UK economy: Providing employment:</p> <ul style="list-style-type: none"> • direct employment created by travel and tourism organisations 	<ul style="list-style-type: none"> • direct employment • indirect employment 	

		<ul style="list-style-type: none"> indirect employment created to supply and support travel and tourism organisations 		
		How direct spending by visitors circulates throughout the economy on indirect products and services, therefore impacting on direct and indirect employment (economic multiplier effect)	<ul style="list-style-type: none"> direct spending economy indirect products and services economic multiplier effect 	
		<p>The contribution of tourism to gross domestic product (GDP):</p> <ul style="list-style-type: none"> inbound tourism – the number of inbound visitors and their associated spend domestic tourism – the number of overnight trips and the associated spend 	<ul style="list-style-type: none"> gross domestic product (GDP) inbound tourism domestic tourism 	
		How tourism growth or decline affects infrastructure development, e.g. a growth in tourism can result in improved transport links and facilities for visitors	<ul style="list-style-type: none"> infrastructure 	
A4 How Travel & Tourism Organisations work together	Students need to understand the different ways in which travel and tourism organisations work together and understand the reasons for working together to better meet organisational aims.	<p>Ways of working together – learners will know the meaning of the following terms:</p> <ul style="list-style-type: none"> integration – horizontal integration, vertical integration partnerships – public and private sector, voluntary and private sector, public and voluntary sector, e.g. partnerships between Visit Britain and global travel providers to promote the UK as a destination interdependencies 	<ul style="list-style-type: none"> horizontal integration vertical integration partnerships public sector private sector voluntary sector interdependencies 	<ul style="list-style-type: none"> independence problem solving reading effective writing oracy literacy IT research numeracy communication working collaboratively
		How organisations work together, e.g.:	<ul style="list-style-type: none"> hotels 	

		<ul style="list-style-type: none"> hotels offering reduced admission to visitor attractions tour operators working with hotels and airlines to assemble holiday packages tour operators working with tourist boards to promote destinations. 	<ul style="list-style-type: none"> visitor attractions tour operators airlines holiday packages tourist boards 	<ul style="list-style-type: none"> analysis evaluation reflective practice self-management self-monitoring
		<p>Reasons for working together:</p> <ul style="list-style-type: none"> marketing and promotion can be carried out jointly customer care can be provided centrally can lead to increased sales and income cutting costs, e.g. shared resources, economies of scale access to customer databases may lead to a wider customer base/new markets 	<ul style="list-style-type: none"> marketing promotion customer care sales income cutting costs shared resources economies of scale customer database customer base new markets 	

Learning aim B: Explore travel and tourism and tourist destinations				
Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
B1 Types of tourism	Students need to know the different types of tourism.	<ul style="list-style-type: none"> visitor – someone making a visit to a main destination outside their usual environment and for less than a year for any main purpose, including holidays, leisure, business, health and education tourist – someone travelling for leisure domestic – taking holidays and trips in own country outbound – travelling to a different country for a visit or holiday inbound – visitors from overseas coming into the country. 	<ul style="list-style-type: none"> visitor tourist domestic outbound inbound 	<ul style="list-style-type: none"> independence problem solving reading effective writing oracy literacy IT research numeracy communication working collaboratively

B2 Tourist destinations	Students need to be able to describe the types of UK tourist destinations and give examples of the different features that would appeal to different types of visitor. They also need to evaluate how far the different features of a destination contribute to its appeal for visitors.	Types of tourist destination: <ul style="list-style-type: none"> • coastal areas, including seaside resorts • countryside areas, including National Parks, Areas of Outstanding Natural Beauty (AONB) lakes, forests, wilderness, mountains, towns and cities, including capital cities, historic and cultural 	<ul style="list-style-type: none"> • coastal • seaside resorts • countryside • national parks • Areas of Outstanding Natural Beauty (AONB) • lakes • forests • wilderness • mountains • towns • cities • capital cities • historic • cultural. 	<ul style="list-style-type: none"> • analysis • evaluation • reflective practice • self-management • self-monitoring
		Types of visitor: <ul style="list-style-type: none"> • individuals • couples • families • groups • domestic visitors • inbound visitors • customers with specific needs e.g. different languages or cultures; visual, hearing or mobility needs 	<ul style="list-style-type: none"> • individuals • couples • families • groups • domestic visitors • inbound visitors • customers with specific needs 	
		Features of destinations Geographical features and natural attractions e.g. <ul style="list-style-type: none"> • oceans, seas, rivers, canals, lakes • mountains, hills, woodland, parks, nature reserves • caves, waterfalls 	<ul style="list-style-type: none"> • geographical features • oceans, seas, rivers, canals, lakes • mountains, hills, woodland, parks, nature reserves 	

		<ul style="list-style-type: none"> • coastal areas, islands 	<ul style="list-style-type: none"> • caves, waterfalls • coastal areas, islands 	
		<p>Features of destinations Visitor attractions:</p> <ul style="list-style-type: none"> • purpose built, natural • theme and water parks • historical sites such as castles, stately homes, walls, ruins • wildlife and nature such as marine world, zoo, safari park • arts and entertainment such as sports stadiums/events, theatres, art galleries, museums, • festivals, exhibitions, local events 	<ul style="list-style-type: none"> • purpose built • natural • theme and water parks • historical sites • castles, stately homes, walls, ruins • wildlife and nature • marine world, zoo, safari park • arts and entertainment • sports stadiums/ events • theatres • art galleries • museums • festivals • exhibitions • local events 	
		<p>Features of destinations Facilities:</p> <ul style="list-style-type: none"> • sports facilities • shopping, including specialist, local, outlets, markets • catering, including restaurants, cafes, bars • activity and adventure centres 	<ul style="list-style-type: none"> • sports facilities • shopping • outlets • markets • catering • restaurants • cafes • bars • activity • adventure centres 	

		<p>Features of destinations</p> <p>Climate:</p> <ul style="list-style-type: none"> • how climate/weather can lead to peak/off seasons at a destination • how the climate and weather of a destination could affect the types of holiday and activity on offer by tourist destinations • how climatic conditions/seasonal variations affect the appeal of a destination. 	<ul style="list-style-type: none"> • climate • weather • peak season • off season • climatic conditions • seasonal variations 	
B3 Reasons for travel	Students need to be able to understand and give examples of each of the reasons for travel.	<ul style="list-style-type: none"> • Leisure travel, e.g. day trips, holidays, visiting friends and relatives (VFR). • Business travel, e.g. meetings, conferences. 	<ul style="list-style-type: none"> • leisure travel • business travel 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • oracy • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice • self-management • self-monitoring
		<ul style="list-style-type: none"> • Modes of transport – the advantages and disadvantages of the following types of transport, and why visitors may choose one form of transport over another: <ul style="list-style-type: none"> • air, including short haul, long haul, domestic, outbound • rail, including channel tunnel • sea, including ferries, boats, ships • road, including coach, car, taxi • Making links between choice of transport, types of visitor and their reasons for travel. 	<ul style="list-style-type: none"> • modes of transport • air travel • short haul • long haul • domestic • outbound • rail travel • channel tunnel • ferries • boats • ships • road travel • coach • car • taxi 	
Comp 1 B4 Types of holiday	Students need to describe the types of holiday and explain	<p>Types of holidays:</p> <ul style="list-style-type: none"> • Independent/tailor made 	<ul style="list-style-type: none"> • independent • tailor made • multicentre 	<ul style="list-style-type: none"> • independence • problem solving • reading

	<p>why particular types of holiday may be offered in a tourist destination, making links to features such as geographical features and visitor attractions, and why different holidays may appeal to different types of visitor.</p>	<ul style="list-style-type: none"> • Multicentre, fly-drive or self-drive. • Short breaks such as city breaks, spa breaks, activity breaks. • Touring such as cruises, river, rail and coach. • Specialist/niche such as sports, cultural, educational, wellbeing, adventure, eco-holidays. • Voluntary work, conservation. • Holiday parks. 	<ul style="list-style-type: none"> • fly-drive • self-drive • short breaks • city breaks • spa breaks • activity breaks • touring • cruises • specialist • niche • sports • cultural • educational • wellbeing • adventure • eco-holidays • voluntary work • conservation • holiday parks 	<ul style="list-style-type: none"> • effective writing • oracy • literacy • IT • research • numeracy • communication • working collaboratively • analysis • evaluation • reflective practice • self-management • self-monitoring
<p>Comp 1 B5 Types of accommodation</p>	<p>Students need to be able to identify and describe types of accommodation available in a tourist destination and evaluate how far the type of accommodation available in a destination</p>	<p>Types of accommodation:</p> <ul style="list-style-type: none"> • types, e.g. hotels, motels, guest houses, bed and breakfasts, apartments, bunk barns, holiday cottages, chalets, villas and apartments, log cabins, youth hostel, eco-lodges • touring, e.g. tents, touring caravans, motorhomes, boats • facilities – serviced, non-serviced, all inclusive, self-catering 	<ul style="list-style-type: none"> • hotels • motels • guest houses • bed and breakfasts • apartments • bunk barns • holiday cottages • chalets • villas • log cabins • youth hostel 	<ul style="list-style-type: none"> • independence • problem solving • reading • effective writing • oracy • literacy • IT • research • numeracy • communication

	contributes to its appeal for visitors.		<ul style="list-style-type: none">• eco-lodges• tents• touring caravans• motorhomes• boats• serviced• non-serviced• all inclusive• self-catering	<ul style="list-style-type: none">• working collaboratively• analysis• evaluation• reflective practice• self-management• self-monitoring
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