



Travel and Tourism

Component 3 – Influence on Global Travel & Tourism



Essential Content A

How does this unit link to prior learning?

In this exam component you will build on the knowledge, understanding and practices acquired and developed in Components 1 and 2. Using your knowledge from component 1 of the major components of the travel industry in the UK and applying this knowledge and understanding to the global travel and tourism market. You will apply the knowledge built of customer needs in component 2 to understand how governments manage and develop tourism to meet the demands of both the customers and the local communities.

What will you be learning about?

You will learn about and understand the positive and negative influences of different factors on global travel and tourism, and how these factors can affect global tourist destinations and travel and tourism organisations. They will also learn about the factors that influence visitors and how these may affect their choice of destination. You learn about the types of organisation that may respond to different factors and the ways in which they may respond. You will learn about how these factors relate to specific contexts, including organisations, visitors and destinations. You will also learn how to interpret data and graphical information in relation to these factors.

Key Focus

The key focus of this unit of work is to understand the positive and negative influences of different factors on global travel and tourism. You will cover the following key areas

A1 – Factors influencing global travel and tourism

A2 – Response to factors

We will develop our learning by studying the following sequence of lessons:

1. Factors influencing global travel and tourism – Natural factors (A1)

You will learn how severe weather events can create natural disasters as well as the features and physical effects of each.

2. Factors influencing global travel and tourism – Media factors (A1)

You will learn how different types of media are used and how coverage is used in the industry.

3. Factors influencing global travel and tourism – Health Risk factors (A1)

You will learn about the causes and symptoms of diseases and illnesses and the impact these have on travel and the industry.

4. Factors influencing global travel and tourism – Safety & Security factors (A1)

You will learn and understand the risks and safety measures used in the industry and to ensure customer safety.

5. Factors influencing global travel and tourism – Economic factors (A1)

You will learn about how recessions, employment levels, cost and other factors impact on the industry.

6. Factors influencing global travel and tourism – Political factors (A1)

You will learn about different legislations and reasons behind these for the industry and the impact political stability/instability can have on the industry.

7. Response to factors – Travel & Tourism Organisations (A2)

You will learn about how different organisations respond to certain factors and adapt, manage and review their response.

8. Response to factors – Government/Voluntary Organisations (A2)

You will learn about how government organisations on a local, regional and national level and different voluntary organisation respond to certain factors and adapt, manage and review their responses.

9. ECA – Mock Assessment

You will complete a mock assessment on the topics learnt in this unit.

How will this unit help you in the future?

Year 11

At the end of the year you will have your final component 3 exam which is synoptic (builds on everything you have learnt) so all this content from learning aim A is crucial for the final exam that you complete

Beyond Lode Heath

You will develop skills in analysing information and making connections for a specific purpose, which will support your progression to Level 2 or Level 3 vocational or academic qualifications.

Key Vocabulary

Factors	Economic	Political	Natural	Media	Safety & Security	Health Risk
Responses		Organisations		Government	Voluntary	

Homework guidance:

Pupils will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 to 60 minutes completing. These will be a combination of written, research, knowledge retrieval and investigative homework's. **Failure to complete homework will result in a 25 minute after school detention, in which they will be expected to complete the homework.**

How can you help?

Encourage pupils to make use of resources that are uploaded onto google classroom.

Encourage pupils to read the news to keep students up to date with local and global events as this will support their understanding

You can help them by ensuring their homework is completed on time. Supporting them with their written work and encouraging them to research and then reduce and summarise information rather than copying from the internet.

Encourage them to read out their work to you and explain it in their own words to ensure that they understand it. Get them to check through their work and correct errors with spellings and presentation.

Encourage them to revisit content covered in class and create exam revision resources such as flashcards and mindmaps.