



## Travel and Tourism

### Component 3 – Influence on Global Travel & Tourism



#### Essential Content C

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 develop and understanding of how global destinations change over time and that tourism may be managed and developed differently, depending on whether the destination is recently emerging or an established, mature destination. You will learn about the role of different organisations involved in managing and developing tourism, and the importance of partnership working. Learners will understand how these partnerships work together to promote destinations, attract investment, manage destinations and develop new tourism products and services.

#### Key Focus

The key focus of this unit of work is to how global travel and tourism destination change and manage and develop their tourism offer depending on the needs and demands at that time. You will cover the following key areas

C1 – Tourism Development

C2 – The Role of Local & National Governments in Tourism Development

C3 – The importance of Partnerships in Destination Management

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

##### 1. Tourism Development – TALC Model (C1)

You will learn about the different stages of tourism development as suggested by Butler's tourist area life cycle.

##### 2. Tourism Development – Emerging Destinations (C1)

You will learn about the characteristics of an emerging destination and how to identify this.

##### 3. Tourism Development – Mature Destinations (C1)

You will learn about the characteristics of a mature destination and how to identify this.

##### 4. Role of Local and National Government – Reasons to Develop Tourism (C2)

You will learn why governments would want to develop tourism in their area/country.

##### 5. Role of Local and National Government – Role in Developing Tourism (C2)

You will learn how governments use legislation to control how tourism is developed in their area/country.

##### 6. Importance of Partnerships in Destination Management (C3)

You will learn about the types of partnerships seen in the industry and the purpose of these partnerships including potential advantages & disadvantages

##### 8. ECA/ECB/ECC – Mock Assessment

You will complete a mock assessment on all 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 C 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

Management

Destination

Government

Characteristics

Emerging

Mature

#### 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.