



Aspire Achieve Thrive

**Spring Term
Term 2**

Travel & Tourism

Year 11

Option B

Influences on global travel & tourism (Exam)

Name: _____

Tutor: _____

Travel teacher: Mr Sophola

ActiveLearn access code:

Year 11 Homework Timetable

Monday	Science Task 1	Ebacc Option A Task 1	Option C Task 1
Tuesday	Sparx Science	Option B Task 1	Sparx Maths
Wednesday	English Task 1	Science Task 2	Option C Task 2
Thursday	Ebacc Option A Task 2	Option B Task 2	Sparx Catch Up
Friday	Sparx Science	English Task 2	Sparx Maths

Sparx Science

- Complete 100% of their assigned homework each week

Sparx Maths

- Complete 100% of their assigned homework each week

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #a0c0ff;"> <th style="padding: 5px;">Option A (EBACC)</th> </tr> <tr> <td style="padding: 5px; text-align: center;">French</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Geography</td> </tr> <tr> <td style="padding: 5px; text-align: center;">History</td> </tr> </table>	Option A (EBACC)	French	Geography	History	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #a0c0ff;"> <th style="padding: 5px;">Option B</th> </tr> <tr> <td style="padding: 5px; text-align: center;">Art</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Business Studies</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Catering</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Childcare</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Triple Science</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Travel and Tourism</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Music</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Sport</td> </tr> <tr> <td style="padding: 5px; text-align: center;">IT</td> </tr> </table>	Option B	Art	Business Studies	Catering	Childcare	Triple Science	Travel and Tourism	Music	Sport	IT	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr style="background-color: #a0c0ff;"> <th style="padding: 5px;">Option C</th> </tr> <tr> <td style="padding: 5px; text-align: center;">Business Studies</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Catering</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Computer Science</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Drama</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Health & Social Care</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Media Studies</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Photography</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Sport</td> </tr> <tr> <td style="padding: 5px; text-align: center;">Sociology</td> </tr> </table>	Option C	Business Studies	Catering	Computer Science	Drama	Health & Social Care	Media Studies	Photography	Sport	Sociology
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Scan the QR Code to access the Travel and Tourism Textbook - Components 2 & 3 pages



Half Term 3 (6 weeks) - Year 11		
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 1 6th January 2025	Cornell Notes on: Economic factors influencing travel & tourism.	Question: Describe what happened to the value of the pound when Britain left the EU. What did this mean for inbound and outbound tourists? (6 marks)
Week 2 13th January 2025	Cornell Notes on: Legislation and regulation.	Question: Explain how legislation & regulations in some countries can influence visitor numbers. (6 marks)
Week 3 20th January 2025	Cornell Notes on: Political factors influencing global travel & tourism.	Question: Explain how political instability of some countries can result in a drop in the number of visitors they receive. (6 marks)
Week 4 27th January 2025	Cornell Notes on: Geological and weather (natural) hazards.	Question: Explain how natural factors may have an effect on travel and tourism destinations. You must use examples to support your ideas. (6 marks).
Week 5 3rd February 2025	Cornell Notes on: Types of media	Question: Media coverage includes newspaper reports, online reviews and travel blogs. Discuss the effects of negative media coverage (6 marks).
Week 6 10th February 2025	Cornell Notes on: Safety and security factors influencing global travel and tourism	Question: Discuss safety measures in place within transport and (airport) terminals for passengers (6 marks).



Half Term 4 (6 weeks) - Year 11

Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 7 24th February 2025	Cornell Notes on: Health risks	Question: What is travel insurance? Explain why visitors need travel insurance (6 marks).
Week 8 3rd March 2025	Mock Exams	Mock Exams:
Week 9 10th March 2025	Mock Exams	Mock Exams
Week 10 17th March 2025	Cornell Notes on: Government responses to factors	Question: Discuss 2 government responses to factors (example, Covid-19) that may affect global travel and tourism (6 marks).
Week 11 24th March 2025	Cornell Notes on: Voluntary organisations' responses to factors	Question: Discuss the important role played by voluntary organisations in promoting global travel and tourism (6 marks)
Week 12 31st March 2025	Revision Cards on: Learning Aim A1	Revision Cards on: Learning Aim A2



Personal Learning Checklist				
Learning Objective	Criteria			
A1	<p>Economic factors – an understanding of how: 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 the cost of fuel can affect travel costs. Fluctuations in currency exchange rates affect the affordability of destinations. Economic factors can influence visitor choice of global destinations.</p>			
A1	<p>Political factors – an understanding of: o the different types of legislation: health and safety laws; employment laws; planning laws</p> <ul style="list-style-type: none"> • The reasons for legislation: visitor security, equality, consumer financial protection, developing services and facilities, controlling development • How trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination • How passport and visa/entry requirements can affect visitor numbers to a destination • How governments promote tourism through funding, marketing campaigns, partnerships and tax incentives development • How political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, loss of tourism income, repatriation, poor image • How political factors can influence visitor choice of global destinations. 			
A1	<p>Natural factors – an understanding of how severe weather events can create natural disasters, as well as the features and physical effects of each:</p> <ul style="list-style-type: none"> • Natural disasters – earthquakes, volcanic eruptions, tsunamis, landslides, avalanches. • severe weather events – flooding, drought, wildfires, hurricanes/cyclones, tornadoes, blizzards • Possible effects on travel and tourism businesses: disruption/cancellations; compensation/refund costs; repatriation; evacuation; impacts on future customer numbers/bookings. • Possible effects on destinations: rebuilding infrastructure; early warning systems; building design. • How natural factors can influence visitor choice of global destinations. 			
A1	<p>Media factors – an understanding of:</p> <ul style="list-style-type: none"> • Different types of media: print – newspaper reports/articles, magazines, books, guides; broadcast – radio, film, TV; internet – social platforms, websites. • image created – positive/negative • How media coverage and image of global destinations and travel and tourism organisations can affect visitor choice. 			
A1	<p>Safety and security factors – an understanding of:</p> <ul style="list-style-type: none"> • Risks relating to personal safety and security in an unfamiliar environment, including theft, pickpocketing, physical attacks, accidents, bribery, getting lost, and dangerous wildlife. • Safety measures implemented by authorities, tourism organisations, travel providers and those in place on transport and at terminals: CCTV, transport/tourist police, body and luggage scanners, emergency phone numbers, safety deposit boxes, security staff. • Influence on visitors – delays/missed departure, inconvenience, aggressive behaviour, reassurance of safety/security. • The need for visitors to be aware of guidance relating to individual safety and security when in global destinations – times to avoid going out, areas to avoid, how to keep possessions and travel documents safe, not travelling 			

	<p>with valuables, safety in natural and built environments, remote and unfamiliar areas</p> <ul style="list-style-type: none"> ● How safety and security concerns may influence visitor choice of global destinations. 			
A1	<p>Health risk factors – an understanding of the causes and symptoms of infectious diseases and illnesses:</p> <ul style="list-style-type: none"> ● endemic – a disease that is present permanently in a region or population: <ul style="list-style-type: none"> – malaria – yellow fever – cholera – typhoid ● epidemic/pandemic – an outbreak that affects many people at one time and can spread through one or several communities/the world: <ul style="list-style-type: none"> – norovirus – avian/bird flu – Zika virus – coronavirus ● ways of transmission – air, water, food, contact ● precautions against contracting these illnesses and infectious diseases – vaccinations, protective clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices ● Possible effects of health risks on visitor choice of global destinations. 			
A2	<p>Travel and tourism organisations – an understanding of possible responses, including: adapting and developing new products and services</p> <ul style="list-style-type: none"> ● adapting operational procedures ● reviewing destinations offered ● reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor ● managing public relations 			
A2	<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. 			
A2	<p>Voluntary organisations – an understanding of possible responses, including:</p> <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 			




Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A1: Political factors affecting global travel & tourism)
<p>Week 2</p> <p>Legislation and regulation</p>	<p>Legislation means laws made by a government, Example, UK Health and Safety at work etc. Act 1974</p> <p>Regulations are rules set and monitored by an administrative body, such as the UK Trading Standards Institute.</p> 	<p>Political factors affect global organisations and destinations in a wide range of ways. For example, different countries have different legislation and regulations that can affect how a tourist gains entry to that country. Furthermore, factors such as political instability can affect how desirable a country is to visit.</p> <p><u>Legislation and regulation</u></p> <p>Legislation and regulations in global destinations, and the reasons for legislation, can affect visitors in a number of ways. Certain laws are put in place to try to ensure visitor security or protect the destination. For example, according to foreign travel advice, tourists visiting the USA will be required to prove that they have enough money to support them during their visit.</p> <p>Some countries have legislation and regulations that are influenced by religion and culture. For example, in Dubai it is forbidden to eat and drink in public during daylight hours during Ramadan; however, hotels are often exempt from such rules. Other expectations in Dubai include dressing appropriately in public; for women this includes covering exposed skin from the shoulders to the knees.</p>
<p>Week 3</p> <p>Political factors</p>	<p>Repatriation is the return of a person to their country of origin (country where they came from)</p> 	<p><u>Passport and visa entry requirements</u></p> <p>To travel from the UK, a tourist needs to have a valid passport in order to leave the country and gain entry to outbound destinations. Some countries also require a valid visa or special application to travel there. For example, in order to travel to the USA from the UK a tourist will need to apply to travel through the Visa Waiver Programme, which allows a 'British Citizen' to enter the USA for up to 90 days.</p> <p><u>Governments promote tourism through funding and tax incentives</u></p> <p>Tourism can benefit host destinations in a number of ways; for example, by providing employment in tourism-related jobs. Therefore, governments are keen to encourage tourism development in any way they can. In the UK, VisitBritain reported that in 2019/20 for every £1 the government had invested in VisitBritain for domestic and international marketing, visitors spent £21.</p> <p><u>Political instability, civil unrest and war</u></p> <p>Political instability can have a significant impact on global travel and tourism. Tourists and tourism providers may cancel holidays to affected destinations, resulting in loss of tourism income and potentially business collapse in the region. The region will have a poor image and may struggle to restore its reputation as a travel destination of choice.</p> <p><u>War</u></p> <p>The threat of the outbreak of war can have an impact similar to civil unrest on tourism. Mainly, visitor safety cannot be guaranteed and therefore visitors are advised not to travel.</p>




Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A1: Natural factors affecting global travel & tourism)
<p>Week 4</p> <p>Geological and weather hazards</p>	<p>Infrastructure is the structures and facilities, such as roads, buildings and power supplies, that enable a tourist destination to function properly.</p> <p>A hazard is a event that may cause loss of life, injury or other health impacts, property damage, social and economic disruption or environmental degradation.</p>  	<p>Natural disasters and severe weather events are dramatic, unpredictable and can have a huge impact on the travel and tourism industry. Many of the world's most popular tourist destinations are located in areas that are affected by natural disasters. Would you be happy to take a holiday in a destination that had previously experienced a natural disaster?</p> <p><u>Natural disasters - geological hazards</u> Recent natural disasters have had a dramatic impact on global travel and tourism destinations. A lot of the infrastructure that is important to the tourism industry is damaged or destroyed during natural disasters.</p> <p><u>Severe weather events - weather hazards</u> Severe weather events affect certain parts of the world on a regular basis. Many severe weather events, such as hurricanes, are seasonal and can therefore be planned for, to an extent. In the South Eastern USA and Caribbean, hurricane season occurs between June and November. Visitors can prepare for cancellations, delays and other impacts by taking out Natural Catastrophe Cover.</p> <p><u>Possible effects</u> Natural factors can have significant effects on travel and tourism businesses. Disruptions, evacuations, cancellations and subsequent compensation and refund costs can have a huge impact on profitability for travel and tourism businesses. For example, in 2017, a series of hurricanes in the Caribbean and a severe earthquake in Mexico contributed to losses of US\$135 billion for the region. Natural disasters also impact on future customer numbers/bookings.</p> <p>Possible effects on destinations can include having to rebuild infrastructure and spend money on early warning systems and building design, for example, buildings that can bend and flex to withstand the impact of an earthquake. Flight cancellations are often a precaution when an area has been hit by a natural disaster; this can result in the repatriation of affected tourists being delayed. In some cases, airports are temporarily shut, which can also further delay repatriation.</p> <p><u>Influence on visitor choice of global destinations</u> In general, visitor numbers to destinations fall following natural disasters. This can be for a number of reasons, including: damage to tourism-related infrastructure, negative publicity and tour operators withdrawing holidays. For example in October 2021, the main airport on the Spanish island of La Palma was closed due to volcanic ash. As a result of the volcanic activity, TUI cancelled a number of holidays and flights to La Palma.</p>

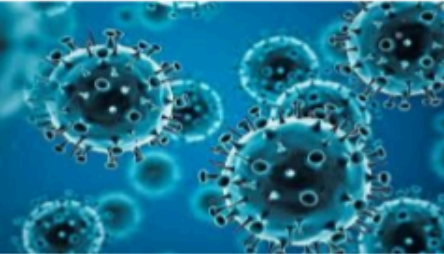


Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A1: Media factors affecting global travel & tourism)
<p>Week 5</p> <p>Types of media</p>	<p>Printed media includes newspaper articles, reports and adverts, magazines, travel books and guides.</p> <p>Internet media includes social media platforms and websites.</p> <p>Broadcast media includes radio, film and TV.</p>   	<p>The media has a powerful role in the promotion popularity of global travel & tourism. The images portrayed can have a big impact on the popularity of destinations and in numbers of visitors that go there.</p> <p>Types of media Over the last few years, new forms of media, such as arined medias ed social media, have grown increasingly in popularity. Traditional printed media (newspapers, magazines and travel books) is in decline compared with internet media, partly due to the increase in popularity of handheld technology, such as tablets and smartphones. When using such technology, people now have instant access to online review websites, such as Tripadvisor, travel blogs, Expedia destination guides available via YouTube and online news reports.</p> <p>The use of locations in broadcast media via film and TV programmes brings exposure, as does coverage of international events and sporting competitions.</p> <p>Negative effects on destination image A number of European summer sun destinations, such as Magaluf, Faliraki and, to Some extent, Benidorm, all have reputations as wild party resorts, fuelled by negative.media coverage.</p> <p>The BBC series Stacey Dooley Investigates portrayed a range of destinations, such as Sunny Beach, Bulgaria, as cheap, cheerful and rowdy party locations popular with young adults. However, at the same time, each episode highlighted the negative impacts of tourism in such locations. For example, episodes exposed the pressures that dealing with drunk holiday makers places on the emergency services in tourist destinations.</p> <p>Positive effects on destination image Coverage of special events can show places in a really positive light. For example, an article on BBC News commented that the 2018 World Cup was a public relations triumph for Russia at the time. Similarly, the 2012 Summer Olympics in London was widely praised as having generated valuable positive publicity for the UK.</p> <p>How media coverage and image of global destinations can affect visitor choice Favourable exposure of global destinations can have a positive effect on visitor numbers. For example, visiting locations used in films and TV shows is popular with tourists. Destinations featured in the HBO series Game of Thrones have seen a dramatic growth in visitor numbers. Locations used in the series include Spain, Croatia and Northern Ireland.</p> <p>Times Square is one of the most visited locations in the world with an estimated 50 million visitors each year. This is after it featured on tv and films such as Spiderman, Superman, Captain America and Annie. However, media coverage can also have a negative impact on visitor numbers, creating bad publicity about the location. This can put visitors off travelling to such places. For example, Cancun in Mexico.</p>


Term 1 & 2 Travel and Tourism

Session	<u>DID YOU KNOW?</u>	Component 3 LOA (A1: Safety & security factors affecting global travel & tourism)
<p>Week 6</p> <p>Safety & security</p>	<p>In 2018, the UK government announced that it was committing £1.8 million to fund innovation in airport security. The aim of the initiative is to develop new technology that improves airport security while speeding up the screening process for passengers.</p>   	<p>A tourist in an unfamiliar environment may naturally feel vulnerable when visiting a destination for the first time. Safety and security is one of the most important factors destinations to be considered when planning a visit.</p> <p><u>Risks relating to personal safety</u></p> <p>Staying safe makes the difference between a dream holiday and a nightmare experience. Being in an unfamiliar environment can be an intimidating experience, especially if a language barrier prevents communication with other people. Risks relating to personal safety may include:</p> <ul style="list-style-type: none"> ● pickpocketing and theft of personal belongings, such as wallets and handbags ● getting lost in a new environment, particularly if signage is in a foreign language ● accidents relating to not understanding the local area; for example, chaotic or unfamiliar road traffic systems ● physical attacks from other tourists or locals, especially when alcohol is involved ● bribery and extortion of money by scammers <p><u>Safety measures</u></p> <p>A number of measures to keep visitors safe are implemented by authorities and travel and tourism organisations at terminals and on transport. These include:</p> <ul style="list-style-type: none"> ● closed circuit television (CCTV) ● transport and tourist police ● body and luggage scanners ● emergency phone numbers <p><u>Airport safety</u></p> <p>Airports tend to have the most stringent safety measures of any organisation in the travel and tourism sector. These include individuals and/or luggage being screened by a security scanner. Furthermore, most airports publicise a list of items banned from hand luggage, including acid, snooker balls, explosives, knives, scissors and toy guns. Safety measures such as security checks can be time-consuming, particularly during busy periods, and can have a significant influence and impact on visitors. Delays from security checks can be inconvenient and even lead to missed departures. In some cases, this can lead to conflict.</p> <p><u>Influence of safety and security on visitor choice of global destinations</u></p> <p>IF a destination is no longer seen as safe, this can be devastating for the tourism industry. After a gunman attacked the Tunisian resort of Sousse in 2015, British tour operators cancelled holidays to Tunisia.</p>



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Session	Keywords	Component 3 LOA (A1: Health risks factors affecting global travel & tourism)
<p>Week 7</p> <p>Health risks</p>	<p>Epidemic is when a disease or virus affects a particular region or large area of the world - for example, malaria.</p> <p>Pandemic is the worldwide spread of a disease - for example, Covid-19 in 2020.</p> <p>Endemic is when a disease is present permanently in a region or population.</p>   	<p>Over the past decade, there have been epidemics such as Ebola outbreak (West Africa) in 2013 and of course Covid-19 pandemic in 2020.</p> <p><u>Infectious diseases and illness</u> A wide range of infectious diseases and illnesses can affect tourists. The symptoms associated with some of these diseases can be extremely unpleasant, sometimes resulting in death if not treated properly.</p> <p><u>Precautions and preventative measures</u> There are many common-sense approaches that travellers can take to limit the possible risks of different diseases and illnesses. Some of these precautions may be required by law, such as wearing a face mask and protective clothing to reduce the spread of Covid-19 and the use of vaccine passports.</p> <p>Wearing insect repellent or insect-repelling clothing, keeping exposed parts of the body covered and using special bed netting made of tightly woven mesh can help protect against diseases, such as malaria, which is carried by mosquitoes.</p> <p>Other precautions include taking the required medical vaccine before, and sometimes during, travelling; these are usually administered in the form of an injection or tablets.</p> <p>Another common-sense method of protection is for travellers to wash their hands before eating and to carefully select food and drink. Many cases of food poisoning can be traced to the E. coli bacteria, which is found in faeces. The NHS issues special advice about making sensible food and drink choices when abroad; for example, not drinking tap water, but instead opting for bottled water. Alternatively, if no bottled water is available, it recommends boiling tap water to kill bacteria and viruses.</p> <p><u>Travel insurance</u> It is important to have appropriate insurance cover for a number of reasons; firstly, medical care bills can be very expensive and build up quickly. Secondly, if a tourist was to get ill (for example, suffer from norovirus on a cruise) then being appropriately insured may mean that they can claim money back against the cost of the holiday. Third, in the very worst cases, insurance can help them get home if they are very ill or in the case of a death.</p>




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Session	Keywords	Component 3 LOA (A1: Travel & tourism organisations responses to factors 1)
<p>Week 8</p> <p>Responses to the factors 1</p>	<p>Adapting is — the process of changing to suit different conditions.</p> <p>A response is a reaction to an experience, something that happened or some other type of action.</p> 	<p>Travel and tourism organisations have to ensure the safety of their customers above all else. Not doing so can have dramatic impacts for organisations, such as facing legal action and compensation claims, poor publicity and, in extreme cases, collapse of the organisation. Therefore, it is in the interests of organisations to anticipate risks and problems, and continually respond to different factors.</p> <p>Adapting and developing new products and services Market research will often dictate how new products and services are developed and existing ones adapted in response to real-world situations. Following the principles of 'supply and demand', the success of products and services is often dependent on there being a demand from consumers.</p> <p>Adapting operational procedures It is sensible for travel and tourism organisations to constantly review their operational procedures, given that there are multiple global threats to security. By reviewing operational procedures, travel and tourism organisations can identify any areas where they could improve their current practice, thus helping to ensure the safety and security of customers against global threats. political, and safety and security factors</p> <p>Political & safety and security factors Airports have adapted their operational procedures over recent years to improve the quality of security for passengers. This has been in response to terrorist attacks and attempted terrorist attacks that have targeted aircraft to either destroy or use as a weapon against other targets. However, some passengers consider such security checks an inconvenience that adds to the amount of time taken to board the aircraft.</p> <p>To support travel and tourism organisations against the threat of global terrorism, in 2017 the UK government launched an initiative with the National Counter Terrorism Security Office (NaCTSO). This initiative involved training holiday reps working abroad in how to recognise and respond to suspicious behaviour in order to help prevent future terrorist attacks. Although this was a government idea, the scheme involved holiday reps from tour operators such as Thomas Cook, Jet2 and TU.</p>



Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A1: Travel & tourism organisations responses to factors 2)
<p>Week 9</p> <p>Responses to the factors 2</p>	<p>Hedging is how governments protect themselves from difficult factors, such as changes in fuel prices and exchange rates. It is basically when tour operators insure themselves against a negative event.</p>  	<p>Travel and tourism organisations need to be able to adapt constantly the produces Travel and to what they offer. At the same time, travel and tourism organisations nes to deservices provision that they offer and be prepared to listen to customer concern about safety and security.</p> <p>Reviewing destinations offered It is sensible for travel and tourism organisations to continually review the destination that they offer. Factors such as perceived safety and security can play a big part in affecting the demand for holidays in certain destinations.</p> <p>Changing products and services at existing destinations After the collapse of Thomas Cook in September 2019, TUI added 21 aircraft to their fleet and took on contracts for hotels in countries such as Turkey that had previously worked with Thomas Cook. Thomas Cook then re-launched two years later. In response to the Covid-19 pandemic, TUI introduced a ten-point plan to adapt services at their hotels to keep customers safe. These adaptations included: online check-in, reduction in restaurant capacity and social distancing rules.</p> <p>New destinations In 2022, TUI expanded their holiday programme by offering a range of new destinations and reintroducing flights from Birmingham Airport to Madeira in Portugal. At Necaste Airport, TUI will be offering new routes to Costa Brava and Dubrovnik, and long-haul routes to Melbourne, Cancun and Orlando.</p> <p>Reviewing pricing structures Many organisations perform a cost-risk analysis and adjust prices in order to maintain visitor numbers. People are willing to travel to destinations that may be considered 'risky' if they consider the price of the holiday to be excellent value for money. Simon Calder, travel editor of the Independent, commented that, 'A very good way to get people to go to destinations which have suffered at the hands of terrorists is to cut prices'. However, as the price cuts are often passed on to the hotels, this can impact on the profitability of such organisations.</p> <p>Despite the FCO warning that terrorist attacks in Tunisia were 'still very likely, in February 2018, before their collapse in 2019, Thomas Cook operated its first package holiday to Tunisia since the 2015 Sousse attacks. However, in order to encourage holidaymakers to return, holiday prices to Tunisia were very low; a one-week all-inclusive holiday to Les Orangers Beach Resort in Hammamet in March 2018 was £276. This was a significantly cheaper pricing structure than other Mediterranean resorts; for example, a similar package holiday to Malta at around the same time vo 80 per cent more expensive at £498.</p>


Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A2: Government responses to factors)
<p>Week 10</p> <p>Government responses to factors</p>  <p>GOVERNMENT</p>	<p>Local government refers to an administrative body for a small area such as a parish, town or county.</p> <p>Regional government is responsible for the administration of larger geographical areas including collections of counties, in the UK, or states in larger countries such as Australia.</p> <p>National government is responsible for the whole country and has the power to set laws.</p>  	<p>Governments have a duty to protect people. Often in response to a situation, such as a natural disaster or terrorist threat, government agencies will issue travel advice as tourists. In fact, when you are going on holiday it is always advisable to check the current FCO travel guidance. If the FCO feels that a destination is unsafe to visit it will provide travel insurance to destinations that the FCO advises against visiting.</p> <p><u>Providing the public with up-to-date information</u> Travel advice is often provided by local, regional and national government agencies. For example, local government agencies often provide travel advice relevant to the local area, such as traffic reports about possible delays on main routes through the local area, or weather warnings that could affect local travel. National governments may issue travel advice that affects a larger geographical area; for example, warnings about hurricane threats in the USA. The UK government issues advice through the www.gov.uk/foreign-travel-advice website.</p> <p><u>Imposing travel restrictions</u> Throughout the Covid-19 pandemic, travel restrictions were used by governments around the world to try and reduce the spread of coronavirus. The USA was one of the first countries to impose travel restrictions by suspending entry into the country for any foreign national who had travelled to China in the 14 days prior to 31 January 2020.</p> <p><u>Promoting a positive image</u> Tourism contributes significantly to the economy of many countries in the world, so it is in their interests to promote a positive image that encourages tourism. VisitBritain is responsible for promoting a positive image about Britain. This can be especially important in response to influencing factors such as health risks.</p> <p><u>Encouraging employment</u> In June 2021, the UK government published the 'Tourism Recovery Plan'. In the plan, the government acknowledges that the tourist industry was one of the sectors hardest hit by Covid-19, noting that inbound flights in 2020 were down 90 per cent when compared to 2019 levels. As part of the plan, the government recognises the importance of tourism employment for the UK economy, with 4 million people working within the broader travel and tourism sector. Along with a £25 billion package provided to support the sector over the course of the pandemic, the main focus of the recovery plan is to protect and create employment in the travel and tourism sector by getting visitors to spend more, stay longer, visit throughout the year and access a more diverse range of destinations across the country.</p> <p><u>Improving infrastructure</u> Governments constantly review their security measures due to the ongoing threat of terrorism. After the bombing of the Manchester Arena in 2017, the government issued advice to security managers that venues should now conduct bag checks before members of the public are allowed to enter.</p>

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 3 LOA (A2: Voluntary organisations responses to factors)
<p>Week 11</p> <p>Voluntary organisations' responses</p>	<p>Sustainability is the concept that humans must use the earth's resources in a way that satisfies the needs of today while leaving resources for future generations.</p> <p>A sustainable activity is one that is able to be sustained without running out of resources or socially sustainable.</p>  	<p>Voluntary organisations can play a really important role in global travel and tourism.</p> <p><u>Promoting sustainability, conservation and protection</u> The Travel Foundation is a UK-based tourism charity that works in partnership with businesses and governments to help tourism bring greater benefits to people and the environment. One of its main areas of focus is to work with stakeholders to encourage sustainability, conservation and protection. In Saint Lucia, the Travel Foundation is working with a range of stakeholders to try to encourage the catching and eating of lionfish. The lionfish is a non-native species that has invaded the Caribbean Sea and is damaging local ecosystems by eating local reef fish. This initiative will bring about both environmental and economic benefits to the area, as lionfish numbers will be controlled, and local fishermen and restaurants will benefit economically from selling and serving the fish to visitors.</p> <p><u>Campaigning for governments to affect change</u> One of the main objectives of some tourism voluntary organisations is to campaign for change and work with governments constructively to encourage sustainable tourism. How governments plan for sustainable tourism is an important political issue.</p> <p><u>Raising awareness of issues</u> The Travel Foundation also works with businesses and governments to raise the negative issues sometimes associated with global tourism. It believes that if tourism is not managed well then this can have negative impacts on local communities and environments and can cause long-term problems for residents, including the overall decline of tourism.</p> <p><u>Raising funds</u> Securing funding is a critical issue for tourism charities operating in the voluntary sector that want to promote sustainable tourism. One of the main voluntary tourism organisations in the UK that promoted sustainability, conservation and protection, called Tourism Concern, was forced to close in 2018 due to a lack of financial support.</p> <p><u>Providing funds</u> Voluntary organisations can play an important role by providing support in response to a major incident, such as a natural disaster or terrorist attack. In 2018, a number of voluntary organisations, including Unicef, ActionAid and the Red Cross, raised funds for victims of the earthquake and tsunami that struck Indonesia on 28 September. By early October 2018, it was reported that £8 million had been raised by the British public alone in the first few days after the disaster. The British Government also contributed a further £2 million to the disaster relief effort.</p>

Term 1 & 2 Travel and Tourism

Session	Tip	Component 3 LOA (A2: Influences on global travel & tourism)
<p>Week 12</p> <p>Assessment practice</p>	<p>In preparation for the external assessment, make sure that you are familiar with graphical information and have practised some data interpretation. In the external assessment, you may be asked to interpret data that is presented using a:</p> <ul style="list-style-type: none">• bar chart• pie chart• scatter graph. 	<p>Review your learning of this section by answering the following questions. This will help you to prepare for the external assessment later in the year.</p> <p>Strengthen</p> <ul style="list-style-type: none">• State three different factors that influence global travel and tourism.• Discuss how natural disasters can impact on travel and tourism destinations.• Explain how tourists can protect themselves against infectious diseases and illnesses, such as Covid-19, malaria and typhoid.• Explain three different safety measures that are used by airports to keep travellers safe. <p>Challenge</p> <ul style="list-style-type: none">• Discuss the effects that economic factors can have on a destination.• Assess the extent to which media coverage can have a positive impact on visitor numbers to a destination.

STEP 2: CREATE CUES

What: Reduce your notes to just the essentials.

What: Immediately after class, discussion, or reading session.

How:

- Jot down key ideas, important words and phrases
- Create questions that might appear on an exam
- Reducing your notes to the most important ideas and concepts improves recall. Creating questions that may appear on an exam gets you thinking about how the information might be applied and improves your performance on the exam.

Why: Spend at least ten minutes every week reviewing all of your previous notes. Reflect on the material and ask yourself questions based on what you've recorded in the Cue area. Cover the note-taking area with a piece of paper. Can you answer them?

STEP 1: RECORD YOUR NOTES

What: Record all keywords, ideas, important dates, people, places, diagrams and formulas from the lesson. Create a new page for each topic discussed.

When: During class lecture, discussion, or reading session.

How:

- Use bullet points, abbreviated phrases, and pictures
- Avoid full sentences and paragraphs
- Leave space between points to add more information later

Why: Important ideas must be recorded in a way that is meaningful to you.

STEP 3: SUMMARISE & REVIEW

What: Summarise the main ideas from the lesson.

What: At the end of the class lecture, discussion, or reading session.

How: In complete sentences, write down the conclusions that can be made from the information in your notes.

Why: Summarising the information after it's learned improves long-term retention.

WEEK 1: Cornell Notes (Homework task 1)

Topic: Economic influencing Travel & tourism	Student book page: 140-141
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Links	Notes
Questions	Economic factors:
	Recession:
	Boom:
	Levels of employment:
	Fuel costs:
	Foreign exchange:

Summary

WEEK 3: Cornell Notes (Homework task 1)

Topic: Political influencing Travel & tourism 2	Student book page: 144-145
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Links	Notes
Questions	Passport & visa entry:
	Government promote tourism through funding & tax incentives:
	Trade, airport and other taxes:
	Political instability, civil unrest & war:

Summary

WEEK 5: Cornell Notes (Homework task 1)

Topic: Types of media	Student book page: 148-149
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Links	Notes
	Types of media:
Questions	
	Negative effects on destination image:
	Positive effects on destination image:
	How media image and image can affect visitor choice:

Summary

WEEK 7: Cornell Notes (Homework task 1)

Topic: Health risks

Student book page: 152-153

Links	Notes
Questions	Infectious diseases :
	Precautions and preventative measures:
	Travel insurance:
	Influence on visitor choice of destinations:

Summary

WEEK 8: Assessment Week Revision (Homework task 1)

Topic: Responses to the factors 1	Student book page: 154-155
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	Adapting and developing new products & services:
	Adapting to operational procedures:

WEEK 9: Assessment Week Revision (Homework task 1)

Topic: Responses to the factors 2	Student book page: 156-157
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	Review destinations offered:
	Changing products & services at destinations:
	New destination:

WEEK 11: Cornell Notes (Homework task 1)

Topic: Voluntary organisations' responses to factors

Student book page: 160-161

links	Notes
Questions	Promoting sustainability, conservation and protection:
	Campaigning for governments to affect change:
	Raising awareness of issues;
	Raising funds and providing funds:

Summary

WEEK 12: Revision cards (Homework task 1)

Task: Review Learning Aim A by creating a revision card for each of the **weeks shown only**

Week 1

Revision Card on	Answers



Week 2

Revision Card on	Answers



Week 3

Revision Card on	Answers

Week 4

Revision Card on	Answers



Week 5

Revision Card on	Answers



Week 6

Revision Card on	Answers

Week 7

Revision Card on	Answers



Week 10

Revision Card on	Answers



Week 11

Revision Card on	Answers

Week 12

Revision Card on

Answers

Aspire
ACHIEVE
Thrive

Develop your character



Aspire | Achieve | Thrive