



Autumn Term (Half Term 1 & 2) Travel and Tourism

Option B Year 10

Name: _			
Tutor:			

ActiveLearn access code:



Year 10 Homework Timetable

Monday	English Task I	Ebacc Option A Task I	Option C Task I	
Tuesday	Sparx Science	Option B Task I	Modern Britain Task I	
Wednesday	Sparx Maths	Science Task I	Option C Task 2	
Thursday	Ebacc Option A Task 2	Sparx Science	Option B Task 2	Sparx Maths
Friday	Modern Britain Task 2	Science Task 2	English Task 2	

Sparx Science

- Complete 100% of their assigned homework each week Sparx Maths
- Complete 100% of their assigned homework each week

Option A (EBACC)
French
Geography
History

Option B
Art
Business Studies
Catering
Music
Sport
IT
Childcare
Triple Science
Travel and Tourism

Option C
Business Studies
Catering
Drama
Health & Social Care
Sport
Computer Science
Media
Photography
Sociology

	Half Term 1 (6 weeks) - Year 10				
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question			
Week 2 11th September 2023	Cornell Notes on: Travel and tourism organisations	Question : Explain the difference between a tour operator and a travel agent. (6)			
Week 3 18th September 2023	Cornell Notes on: Accommodation, conferences and events	Question: Using the example of one accommodation provider in Plymouth, outline the facilities and services they provide. (6)			
Week 4 25th September 2023	Cornell Notes on: Tourist attractions and promotion	Question : Using the example of one tourist attraction in Plymouth, outline the facilities and services they provide. (6)			
Week 5 2nd October 2023	Cornell Notes on: Tourist facilities and providers, gateways and terminals	Question : Explain why a customer might choose air travel instead of road, rail and sea. (6)			
Week 6 16th October 2023	Cornell Notes on: Ownership of travel and tourism organisations	Question : Explain the difference between public, private and voluntary sector organisations. (6)			
Week 7 9th October 2023	Cornell Notes on: Aims of travel and tourism organisations	Question : Discuss the difference between financial and strategic aims. (6)			

Half Term 2 (8 weeks) - Year 10				
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question		
Week 8 30th October 2023	Cornell Notes on: Travel and tourism contributions to the economy	Question : Explain the economic multiplier effect. (6)		
Week 9 6th November 2023	Cornell Notes on: How and why travel and tourism organisations work together	Question : Using specific examples, explain how two organisations work together and outline the benefits. (9)		
Week 10 13th November 2023	Cornell Notes on: Types of tourism	Question: Discuss the possible reasons for an inbound tourist visiting Plymouth (include an example of where they are visiting from). (6)		
Week 11 20th November 2023	Cornell Notes on: Types of tourism destinations	Question : Explain the appeal of cities, and mountains as tourist destinations. (6)		
Week 12 27th November 2023	Cornell Notes on: Features of destinations	Question : 'Climate is the most important feature of a tourist destination'. To what extent do you agree with this statement?. (6)		
Week 13 4th December 2023	Cornell Notes on: Reasons for travel and types of transport	Question : Explain why a business traveller is more likely to travel by air than by road. (6)		
Week 14 11th December 2023	Cornell Notes on: Types of holiday	Question : Outline the advantages and disadvantages of cruise holidays for two different types of customers. (9)		
Week 15 18th December 2023	Cornell Notes on: Types of accommodation	Question : Compare the features of two different types of accommodation. (6)		

	Term Travel and Tourism			
Session	Keywords			
Week 2 Travel and tourism organisations	Tour operators: Purpose - to assemble and operate component parts of holidays as a package for travel agents to sell, or operate a direct sales service to customers. Travel agents: Purpose - to give expert advice and guidance; arrange and book trips, excursions, flights and package holidays for customers.	The travel and tourism sector is made up of lots of different organisations. It is important to understand the different types of organisation, their purpose and how they each contribute to the travel and tourism sector, for example in creating employment opportunities. Travel and tourism is one of the world's largest and most exciting industries and it continues to grow year on year. Many different organisations are involved with the travel and tourism sector, not just airlines and travel agents	Examples Tour operators: TUI / Jet2.com Travel agents:. Hays / Peter Goord	
Week 3 Accommodation, conferences and events	Accommodation providers: Purpose - to provide a range of accommodation options, services and facilities. Conference and events management: Purpose - to book/provide venue and services such as administration, promotion, equipment hire for a conference or event.	Tourists and travellers all need somewhere to stay; whether taking a trip for leisure or business, to visit a conference or an event. Each provider offers different accommodation options, services and facilities. There are lots of different types of accommodation providers, from small guest houses to large hotels. Some venues are dedicated exclusively to hosting conferences and events. As well as these, many of the large hotels also include conference and events facilities. A key type of organisation in the travel and tourism sector is conference and events management companies. These organisations book, or provide, venues and locations for conferences and different types of events.	Accommodation providers: Travelodge / Duke of Cornwall / Youth Hostel Association Conference and events management: Plymouth Pavilions / KDM events	
Week 4 Tourist attractions and Tourism promotion	Tourist attractions: Purpose - To provide recreation, entertainment and education. Tourism promotion: Purpose - to provide information, advice and guidance to visitors, encourage visitors.	Many people enjoy visiting tourist attractions, such as theme parks and zoos, to have fun, be entertained and spend time with friends and family. Attractions can also provide educational resources as well as other facilities and services for tourists, such as wheelchair hire, cafes and shops. Attractions are often grouped into two main types: natural and built.	Tourist attractions: Pennywell Farm / Alton Towers / National Marine Aquarium Tourism promotion: visitplymouth.co.uk / Plymouth tourist information centre	
Week 5 Transport facilities and providers, gateways and terminals	Transport facilities and providers, gateways and terminals: Purpose - to provide safe transport from one destination to another.	One of the most important aspects of the travel and tourism sector is transport. Tourists and travellers need safe transport from one destination to another as well as access to a range of facilities and services to make their journeys comfortable. Tourists can use a number of different transport providers to help them complete their journeys safely, for either inbound, outbound or domestic tourism reasons	Examples Transport facilities and providers, gateways and terminals: Plymouth train station / Changi Airport, Singapore / Stagecoach	

	Term Travel and Tourism			
Session	Keywords			
Week 6 Ownership of travel and tourism organisations	• Private Sector – owned by individuals, partners or a group of shareholders (people who own shares of the company). They aim to make a profit (Thomas Cook). For most private organisations, their main priority is to stay in business. This is achieved by selling goods and services to customers. • Public Sector – they are funded and usually run by the government. They aim to provide services e.g. advice of our tourism sector (VisitBritain) • Voluntary Sector – these organisations are often charities. They get money from merchandise, donations and grants (National Trust). Voluntary organisations			
Week 7 Aims (of travel and tourism organisations	Sustainability: Using today's resources to meet our needs in a way that does not impact on the ability of future generations to meet their needs.	There are 7 financial aims that travel and tourism organisations may have; 1. Selling of goods and services to make a profit 2. Increasing sales and maximising sales revenue 3. Increasing market share 4. Reducing losses 5. Controlling costs 6. Breaking even 7. Managing assets. Principles of Sustainable Tourism 1. Minimise negative environmental impacts in a destination 2. Create economic benefits (jobs for local people) 3. Conserve local culture 4. Promote links and respect between tourists and local communities	The following 8 strategic aims are common to most travel and tourism organisations: 1. Corporate social responsibility, sustainability, e.g. managing tourism to protect the environment, to contribute to the local community. 2. Expanding 3. Diversifying 4. Competing 5. Providing high-quality services and products 6. Providing value for money 7. Generating customer loyalty 8. Raising brand awareness. Benefits of Sustainable Tourism: 1. Environmental protection 2. Links with the local community 3. Reduced energy consumption 4. Reducing waste 5. Cost savings 6. Competitive edge and image	
Week 8 Travel and tourism contributions to the economy	Economic Multiplier Effect - the additional revenue,income or employment created in an area as a result of spending on tourism Infrastructure Development improving facilities and services for tourists	Travel and tourism organisations contribute to the UK economy: • Direct Employment – jobs where employees are in direct contact with tourists and provide the tourism experience e.g. hotel receptionist • Indirect employment – jobs in companies that supply the direct employment companies e.g. aircraft suppliers and laundry suppliers • Direct spending by visitors circulates throughout the economy on indirect products and services, therefore impacting on direct and indirect employment (economic multiplier effect)	The contribution of tourism to gross domestic product (GDP): inbound tourism – the number of inbound visitors and their spend domestic tourism – the number of overnight trips and their spend Both inbound and domestic tourism generates income towards GPD Tourism growth in an area can result in infrastructure development. A growth in tourism can result in improved transport links and facilities for visitors and for locals. This can increase revenue in an area, contributing to the GDP Tourism decline also affects areas, leading to a lack of investment and subsequent dereliction. In 2019, the travel and tourism in England contributed £100.8bn to the UK GDP. Domestic tourism contributed £46.4m and inbound tourism contributed £15m	

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Session	Keywords			
Week 9 How and why travel and tourism organisations work together	Ways of working together - Horizontal integration - business takes control of another at the same level - Vertical integration - business takes control of another at a different level of the supply chain	Partnerships - rather than taking over a business, organisations may chose to work together. e.g. partnerships between VisitBritain and global travel providers to promote the UK as a destination Interdependencies - organisations working together more closely than a partnership in a way that means the organisations rely on each other. e.g.: hotels offering reduced admission to visitor attractions o tour operators working with hotels and airlines to assemble holiday packages	Reasons for working together 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.	
Week 10 Types of tourism	Tourists are people travelling for leisure. Visitors are people 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.	Domestic tourism is when visitors and tourists take holidays within their own country Outbound tourism is when visitors and tourists travel to a different country from their own, to visit or take a holiday Inbound tourism is when visitors and tourists from overseas travel into a different country.	Example of domestic tourism: - a group of college students travelling from Carlisle to Liverpool to visit the Albert Dock and the Beatles Museum Example of outbound tourism - an independent traveller from Leeds travelling to Peru to walk the Inca Trail to visit Machu Picchu Example of inbound tourism - a group of students from China visiting the UK to tour historic cities, such as London, Oxford, York and Edinburgh	
Week 11 Types of tourism destinations	The UK offers visitors and tourists a great variety of different types of destination, from fun seaside resorts to picturesque countryside areas and bustling cities. When working in the travel and tourism industry, it is important to understand how destinations attract different types of visitor through their features and services.	Coastal areas: These include destinations along the UK's thousands of kilometres of coastline, including popular seaside resorts. Countryside areas: These include destinations in National Parks, Areas of Outstanding Natural Beauty (AONB), lakes, forests, wilderness and mountains Towns and cities: These include the UK's four capital cities: London, Cardiff, Edinburgh and Belfast, as well as historically and culturally rich towns and cities.		

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Session	Keywords				
Week 12 Features of destinations	Seasonal variations are the changes in weather, temperature and climate at different times of the year, for example in summer or in winter.	Visitors and tourists, when deciding when and where to visit, will consider their needs, what they want from their visit and which destinations appeal to them the most. They will consider the range of features at destinations before making their final choice.	attractions, visitor attracti	key features, such as geographical and natural ons, the facilities available and the climate, ng different tourist destinations, whether a e location.	
Week 13	Planes, trains, cars, coaches, taxis and trams; visitors often have a range of	Transport mode	Advantages	Disadvantages	
Reasons for travel and types of	transport options available to them, but different visitors might find different	Air	Often the quickest way to travel	Prices can be very expensive	
transport	models of transport better suited to t	Rail	Frequent services from most towns and cities	Services may often be overcrowded	
	Short breaks Holidays	Sea	Lots of services and facilities for all the family	Bad weather may disrupt services	
Reasons for travel Visiting friends and relatives Conferences Meetings	Road	Often the most flexible transport option	Could be delayed by roadworks and jams		
Week 14 Types of holiday	Different types of holiday include; Package holidays, All inclusive holidays, independent and taylor made holidays, Multicentre, Fly-drive, Self-drive, Short breaks, Touring holidays, Specialist / niche holidays, Volunteering and Holiday parks.	Cruises are increasingly popular, not just with older travellers but also with younger visitors and families. Cruise ships are now bigger and feature more activities than ever before, all helping to appeal to people of all ages. Cruise itineraries can last for just a couple of days to many weeks, ensuring that there's an option to fit most travellers' needs. Visitors benefit from regular stops at exciting destinations plus onboard	selected drinks and leisure all-inclusive package helps cost of their holiday exper companies offer different l terms and conditions relat	ackage holidays but often with all food, e activities included in the one price. An visitors to manage their budgets, as the total rience is included in the one price paid. Many evels of all-inclusive packages, with different ing to the type of products and services dard or premium food and drinks packages.	
		accommodation and facilities to enjoy the journey in between locations.			

		Term Travel and Tourism	
Session	Keywords		
Week 15	Types of accommodation include; Serviced and non-serviced	Different types of accommodation are often categorised as serviced or non-serviced.	When staying in accommodation on an all-inclusive basis, visitors get all their meals (breakfast, lunch and dinner) and selected
Types of accommodation	accommodation, All-inclusive and self-catering accommodation, Youth hostels, Campsites, Boats, Motels	Serviced accommodation includes a number of guest services in the price, for example housekeeping services to clean and make up the room, to change the bed linen and towels and to refresh the facilities, such as the mini-bar. There is often a range of meal services available too, such as breakfast and dinner. Serviced accommodation is usually provided in hotels, guest houses and bed and breakfasts. Non-serviced accommodation provides less services to visitors. Often referred to as self-catering, non-serviced accommodation is often cheaper, but visitors will need to cook and clean for themselves for the duration of their stay. Non-serviced accommodation often includes self-catering apartments, chalets and villas, and camping and caravan sites.	drinks included with the price of the holiday. This is appealing to visitors looking to manage how much they spend as there should be no hidden surprises. Different accommodation providers often have different levels of all-inclusive rates, offering premium packages for those who prefer to pay a little more. Self-catering accommodation is often found in apartments, holiday cottages, villas and chalets. They are usually equipped with kitchen and dining facilities to allow visitors to make their own meals. This can be appealing to those travelling on a budget.

STEP 2:		
CREATE		
CUES		
0010	STEP 1: RECORD YOUR NOTES	
What: Reduce your		
notes to just the essentials.	What: Record all keywords, ideas, important dates, people, places, diagrams	
What: Immediately	and formulas from the lesson. Create a new page for each topic discussed.	
after class,	When: During class lecture, discussion, or reading session.	
discussion, or reading session.		
How:	How: • Use bullet points, abbreviated phrases, and pictures	
 Jot down key 	Avoid full sentences and paragraphs	
ideas, important	Leave space between points to add more information later	
words and phrases	Why: Important ideas must be recorded in a way that is meaningful to you.	
 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 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 2: Cornell Notes (Homework task 1)

Date	1	1	Topic: Travel and tourism organisations	Student book page: 4-7
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Questions	Notes

WEEK 2: Exam Question (Homework task 2)

Date
Question: Explain the difference between a tour operator and a travel agent. (6)
Answer:
WEEK 2: Exam Question review and improvement (Classwork)
Model answer:

WEEK 3: Cornell Notes (Homework task 1)

Date /	I	Topic: Accommodation, conferences and events	Student book page: 8-9
Questions	Notes		

WEEK 3: Exam Question (Homework task 2)

Date
Question : Using the example of one accommodation provider in Plymouth, outline the facilities and services they provide. (6)
Answer:
WEEK 3: Exam Question review and improvement (Classwork)
WEEK 3: Exam Question review and improvement (Classwork) Model answer:

WEEK 4: Cornell Notes (Homework task 1)

Date /	1	Topic: Tourist attractions and promotion	Student book page: 10-13
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Questions	Notes

WEEK 4: Exam Question (Homework task 2)

Date
Question : Using the example of one tourist attraction in Plymouth, outline the facilities and services they provide. (6)
Answer:
WEEK 4: Exam Question review and improvement (Classwork)
Model answer:

Week 5: Cornell Notes (Homework task 1)

Date	1	1	Topic: Tourist facilities and providers, gateways and terminals	Student book page: 14-15

Questions	Notes

WEEK 5: Exam Question (Homework task 2)

Date
Question: Explain why a customer might choose air travel instead of road, rail and sea. (6)
Answer:
WEEK 5: Exam Question review and improvement (Classwork)
WEEK 5: Exam Question review and improvement (Classwork) Model answer:

WEEK 6: Cornell Notes (Homework task 1)

Date /	Topic: Ownership of travel and tourism organisations Student book page: 18-23
Questions	Notes

WEEK 6: Exam Question (Homework task 2)

Date
Question: Explain the difference between public, private and voluntary sector organisations. (6)
Answer:
WEEK 6: Exam Question review and improvement (Classwork)
Model answer:

WEEK 7: Cornell Notes (Homework task 1)

Date /	I	Topic: Aims of travel and tourism organisations	Student book page: 22-25
Questions	Notes		
Questions	Notes		

WEEK 7: Exam Question (Homework task 2)

Date
Question: Discuss the the difference between financial and strategic aims. (6)
Answer:
WEEK 7: Exam Question review and improvement (Classwork)
WEEK 7: Exam Question review and improvement (Classwork) Model answer:

WEEK 8: Cornell Notes (Homework task 1)

Date /	1	Topic: Travel and tourism contributions to the economy	Student book page: 30-33
Questions	Notes		

WEEK 8: Exam Question (Homework task 2)

Question: Explain the economic multiplier effect. (6) Answer:
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MESICO. Second Occasion and improvement (Olegonical)
WEEK 8: Exam Question review and improvement (Classwork)
Model answer:

WEEK 9: Cornell Notes (Homework task 1)

Date	1	1	Topic: How and why travel and tourism organisations work together	Student book page: 34-37

Questions	Notes

WEEK 9: Exam Question (Homework task 2)

Date
Question : Using specific examples, explain how two organisations work together and outline the benefits. (9)
Answer:
WEEK 9: Exam Question review and improvement (Classwork)
Model answer:

WEEK 10: Cornell Notes (Homework task 1)

Date	1	1	Topic: Types of tourism	Student book page: 40-41

Questions	Notes

WEEK 10: Exam Question (Homework task 2)

Date
Question : Discuss the possible reasons for an inbound tourist visiting Plymouth (include an example of where they are visiting from). (6)
Answer:
WEEK 10: Exam Question review and improvement (Classwork)
WEEK 10: Exam Question review and improvement (Classwork) Model answer:

WEEK 11: Cornell Notes (Homework task 1)

Date	1	1	Topic: Types of tourism destinations	Student book page: 42-47
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Questions	Notes

WEEK 11: Exam Question (Homework task 2)

Date
Question: Explain the appeal of cities, and mountains as tourist destinations. (6)
Answer:
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WEEK 11: Exam Question review and improvement (Classwork)
Model answer:

WEEK 12: Cornell Notes (Homework task 1)

Date	1	1	Topic: Features of destinations	Student book page: 48-51

Questions	Notes

WEEK 12: Exam Question (Homework task 2)

Date
Question : 'Climate is the most important feature of a tourist destination'. To what extent do you agree with this statement?. (6)
Answer:
WEEK 12: Exam Question review and improvement (Classwork)
Model answer:

WEEK 13: Cornell Notes (Homework task 1)

Date /	1	Topic: Reasons for travel and types of transport	Student book page: 52-55
Questions	Notes		

WEEK 13: Exam Question (Homework task 2)

Date
Question: Explain why a business traveller is more likely to travel by air than by road. (6)
Answer:
WEEK 13: Exam Question review and improvement (Classwork)
Model answer:

WEEK 14: Cornell Notes (Homework task 1)

Date	1	1	Topic: Types of holiday	Student book page: 56-63
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Questions	Notes

WEEK 14: Exam Question (Homework task 2)

Date
Question : Outline the advantages and disadvantages of cruise holidays for two different types of customers. (9)
Answer:
WEEK 14: Exam Question review and improvement (Classwork)
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WEEK 15: Cornell Notes (Homework task 1)

Date	1	I	Topic: Types of accommodation	Student book page: 64-67
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Questions	Notes

WEEK 15: Exam Question (Homework task 2)

Date
Question: Compare the features of two different types of accommodation. (6)
Answer:
WEEK 15: Exam Question review and improvement (Classwork)
Model answer:
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Develop your character

