

BTEC TECH Travel and Tourism

Inspiring Students; Transforming Lives



Component 3

Influences on Global Travel and Tourism

Our Mission and Shared Values



Ambition

To **achieve the best for ourselves and others**; we do not settle for the **ordinary**.

Determination

To **overcome obstacles** and reach **success**.

Respect

Due regard and **consideration** for the **rights, feelings and beliefs** of **others**.



Barnsley Academy Presentation Expectations

High Academic Standards










- All dates, titles and subheadings are **underlined with a ruler**.
- All **diagrams are drawn with a pencil** and ruler (as needed.)
- **No scribbling or graffiti** of any kind on books, folders and any other work – where this occurs home will be contacted, and you will complete a correction
- Mistakes/errors are **crossed out with a single, ruled line**.
- **Self-assess in green pen.**

The Learning Journey

- **Do Now** (if completed in books)
- **Core Knowledge** (Facts, context terminology, formulas)
- **Expert Model** (Naming the Steps/Procedural Knowledge – the processes of applying knowledge)
- **Independent Practice**
- **Self-assessment**
- **Closing the Gap** (Reteaching and practice after whole-class feedback)

Component 3

Influences on Global Travel and Tourism

-  L1 - Why is travel increasing
-  L2 - Economic Factors
-  L3- Political Factors
-  L4- Natural Disasters
-  L5 - Media factors
-  L6 - Security and Safety Measures
-  L7- Health Issues
-  L8 - Section A2 response to factors
-  L9- Tourism Impacts in Antarctica
-  L10 - Galapagos Islands
-  - - -

Component 3: Influences on Global Travel and Tourism

Title: 1-Why is Travel Increasing

Date:

Do Now (5 minutes - Independent)

Outbound Tour Operators

Domestic Tour Operators

Inbound Tour Operators

- These companies put together UK holidays for people living in the UK, e.g. Shearings, Haven Holidays.
- These companies put together holidays for UK residents wanting to go on holiday overseas, e.g. TUI, Thomas Cook
- These companies provide for overseas tourists who want to travel to the UK, e.g. Pathfinders, GTI Travel.

DQ: Why has tourism grown?

To be able to DESCRIBE using a graph how tourism numbers have changed.

LEVEL 1
PASS

To be able to EXPLAIN the reasons for the growth in tourism numbers.

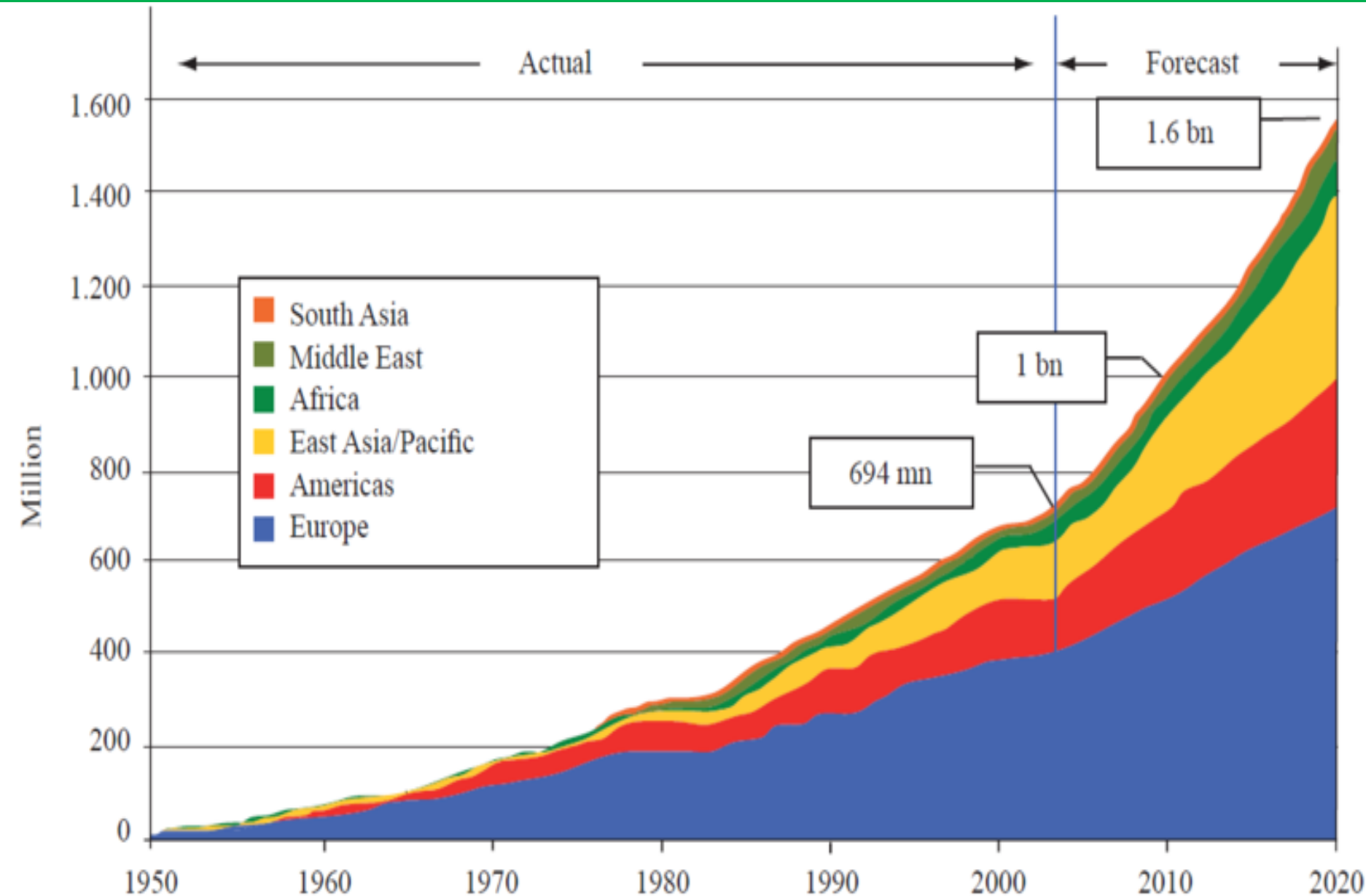
LEVEL 2
PASS

To be able to EXAMINE the importance of tourism in LICs compared to HICs.

LEVEL 2
MERIT

1. Where have you been on holiday?
2. What's the **favourite** place you have visited and why?
3. What's the **worst** place you have visited and why?

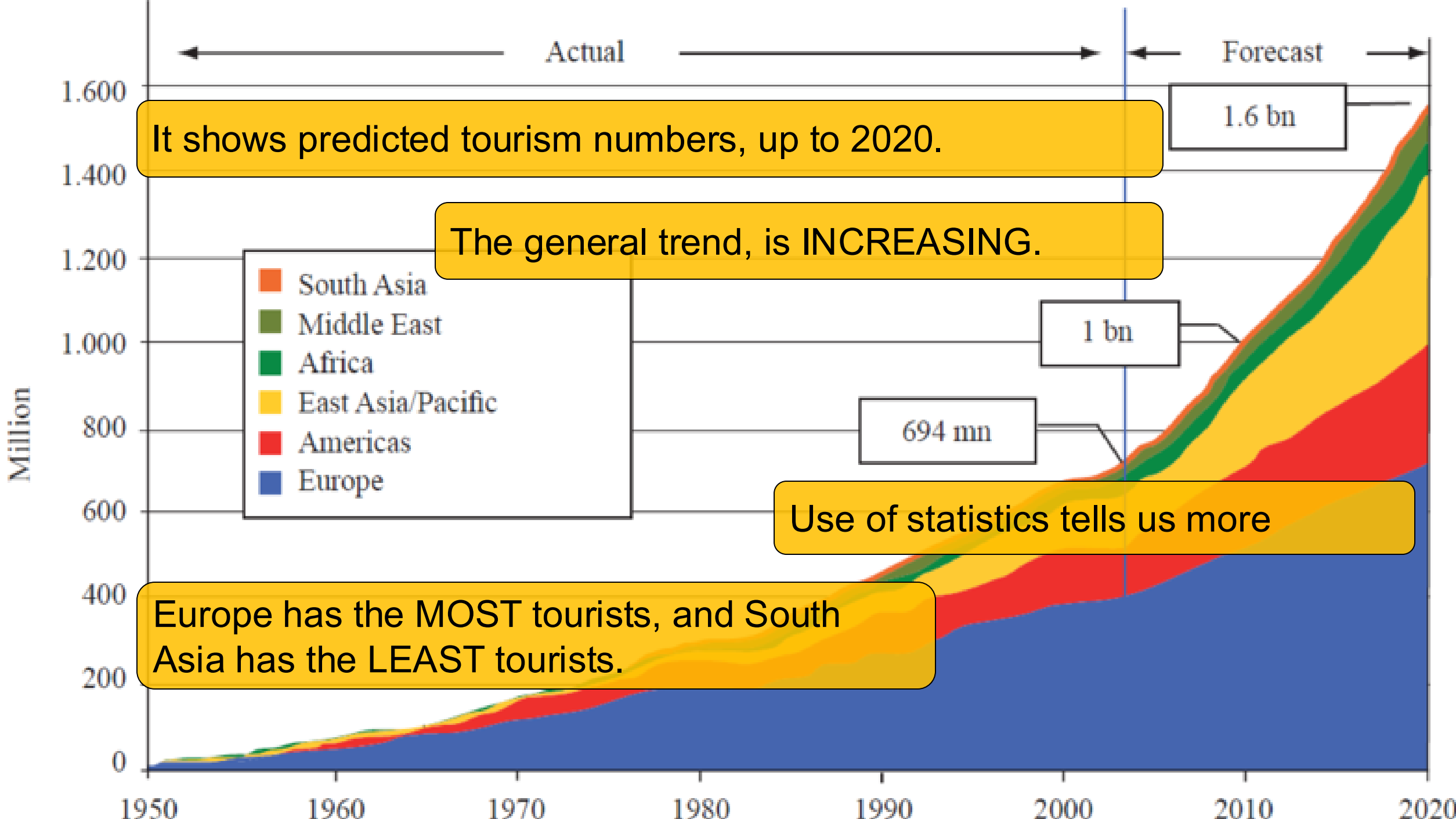
How has tourism grown?



Write down 5 bits of INFORMATION from this graph.

What do you think it is showing?

What is the overall trend, and what do the statistics show?

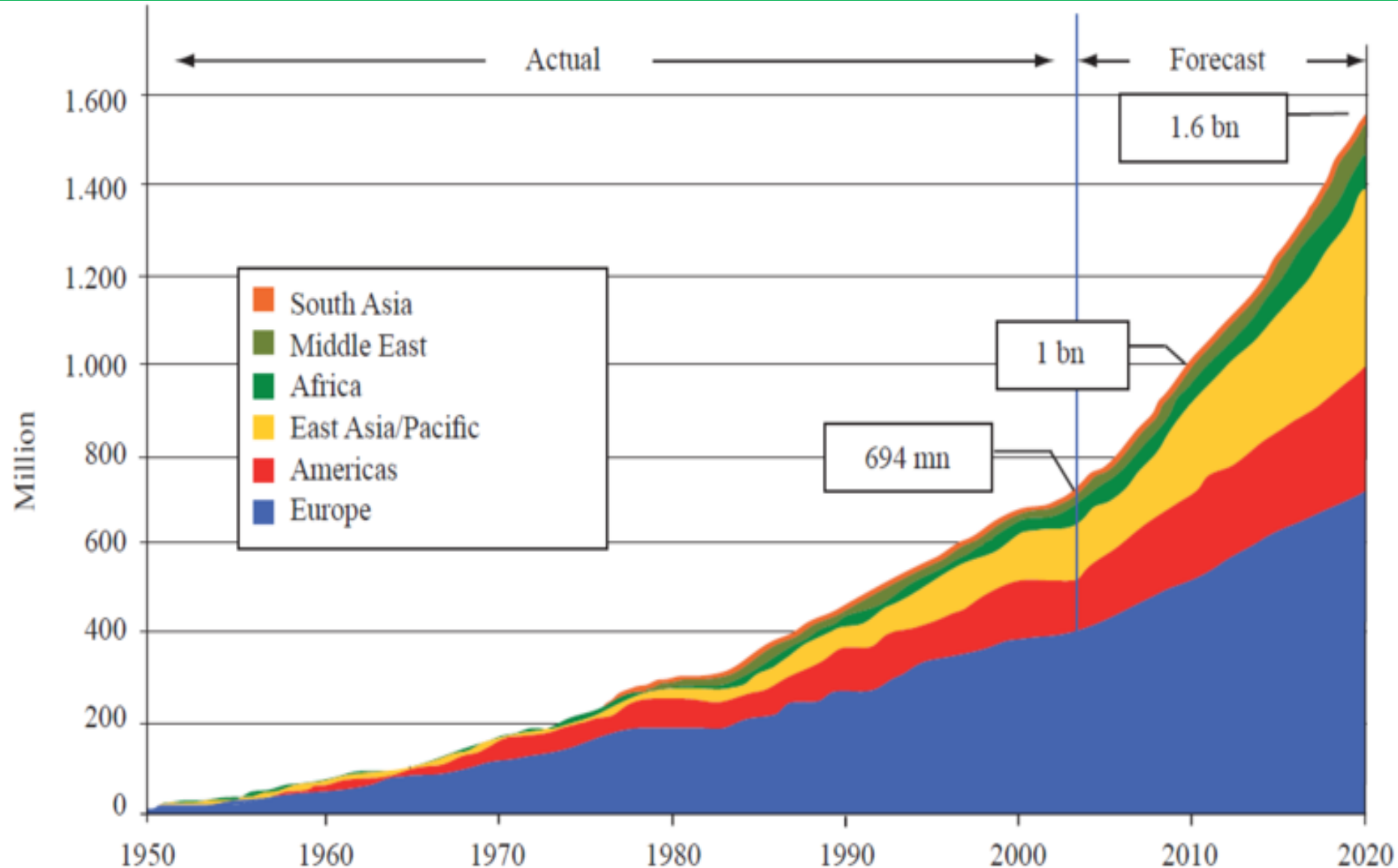


Describe the trend in international tourist arrivals between 1950 and 2000 (4 marks)

Answer the above question in your books.

Remember –

- 1. General trend**
- 2. Statistics**
- 3. Highest**
- 4. Lowest**



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DQ: Why has tourism grown?

There are three main reasons for an increase in tourism numbers:

1. **Social and economic factors**
2. **Improvements in technology**
3. **Expansion in holiday choice**

Sort the factors that have increased tourism under these three categories. You can sort them into a table or create a mind map for revision.



In the 1970s the package holiday led to a decline in seaside holidays due to good deals on flights and accommodation.	Most families now have only one or two children. They therefore have more disposable money.	Most people now have more paid leisure time than their parents did per year. Leave has increased from 2 weeks in the 1950s to 4-6.
Flights have become cheaper and cheaper. Therefore, allowing most people to be able to afford to go on holiday.	Eco-tourism holidays have been developed. This is more appealing to 'nature-friendly' tourists and gives a more real experience of the country.	Package holidays are now available to a huge variety of destinations all over the world, even places such as Alaska for eco-tourism.
In 2008 the rapid rise in oil prices led to an increase in flight prices, which lead to more people taking domestic holidays to save money.	There have been many developments in transport. For example in 1994 the Eurostar allowed cheap access to France.	Within families both parents now usually work. This means greater disposable income to spend on holidays abroad.
Many people now have good pensions in their later lives, this means that they can afford to travel more often and for much longer.	During the 1950s and 60s coastal resorts were popular, and UK National Parks were opening and offering new opportunities.	Car ownership has increased rapidly over the years, leading to an increase in domestic holidays initially, then overseas.

Social & Economic Technology Holiday Choice

Where do tourists go?

The factors which attract tourists in certain places are known as the 'pull' factors. These can be physical or human.

Based on the images below... what physical and human pull factors can you see?



Image 1 – Alps, Europe



Physical features

- Mountains
- Woodlands/Forests
- Open countryside

Human features

- Footpaths
- Attractive village
- Historical sites

Image 2 – Vernazza, Italy

Physical features

- Beach
- Sea
- Hills

Human features

- Attractive buildings
- Activities
- Gift/souvenir shops



Image 3 – Rome, Italy



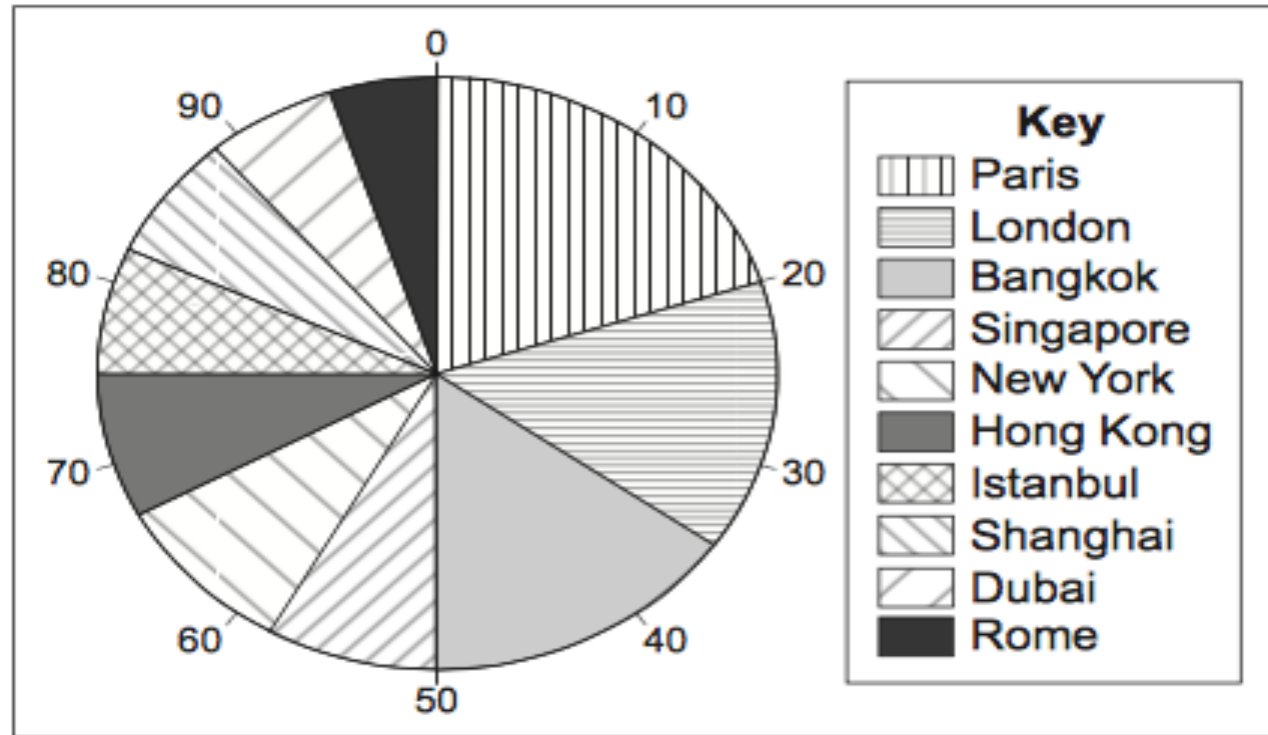
Physical features

- Beach
- Sea
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Human features

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Where do tourists go?



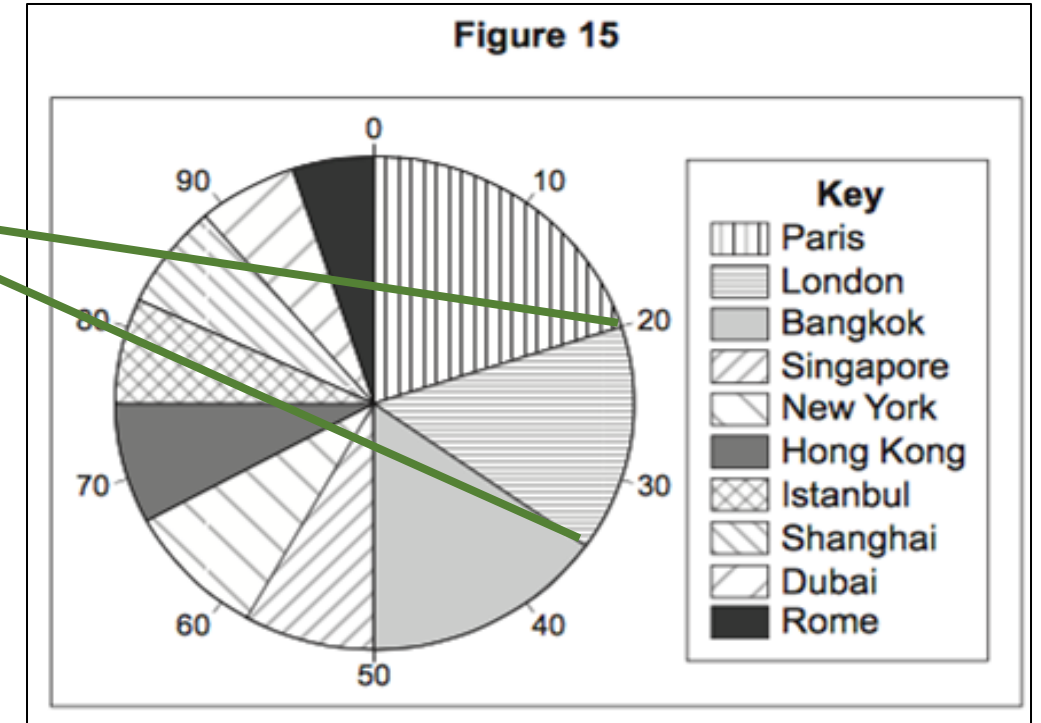
1. What percentage of tourists visited London in 2009? (1 mark)
2. Outline why some **cities** attract many tourists (2 marks)

Where do tourists go?

1. What percentage of tourists visited London in 2009?

15%

Work out the
difference
between 20 and
35.



2. Outline why some cities attract many tourists

Shopping, Entertainment (theatres etc.). Historical buildings. Sporting venues. Visiting bazaars. Visiting ethnic areas not changed by colonial presence. Art/architecture.

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LEVEL 2
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DQ: Why has tourism grown?

Tourism is an important part of the _____ **economies** of many richer countries, especially those in Western Europe and North America. Today it is increasingly seen by _____ countries as one of the best **developing** ways to earn _____ income, provide jobs and improve **foreign** standards of living. Countries want to take advantage of the **standards** numbers of tourists and the money they have to _____ **growing** spend

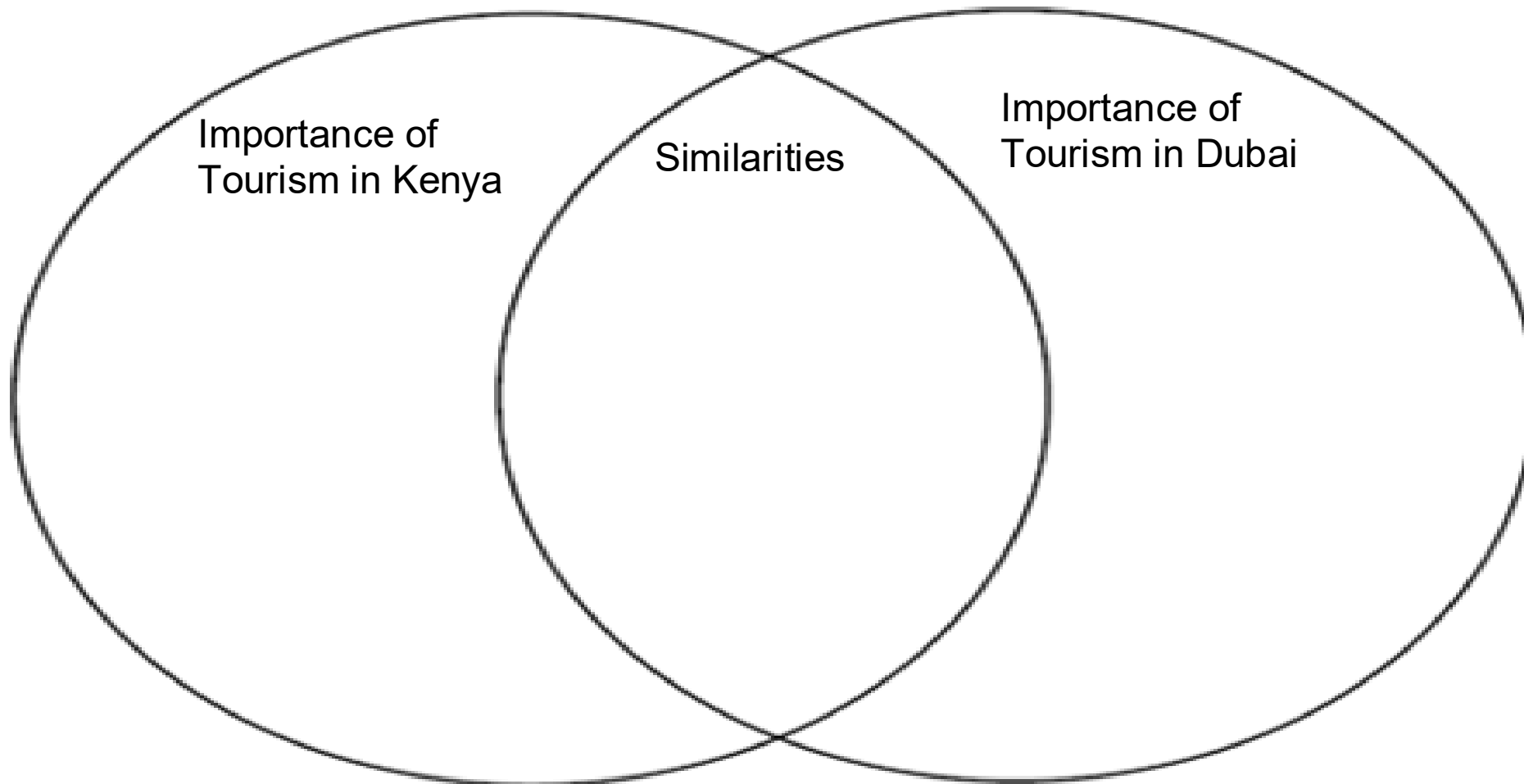
developing standards
spend
growing
foreign
economies



WHY TOURISM MATTERS

Tourism in Dubai and Kenya

Using the internet for research show the similarities and differences of the importance of tourism in these two countries.



Include tourism trends, attractions and impacts of tourism

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