



KS4 Knowledge Organiser

Subject: Travel and Tourism

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Knowledge Organiser instructions:

You will be set three pieces of homework per week and you should use the information from each topic to make a poster or a mind map. You will need to bring your work in to school and will be quizzed on each topic in class.

At the back of the knowledge organiser there are some suggested extra tasks that could be completed on top of the homework you will be set.



**For further support,
follow this link to the
school website.**

Homework Schedule for the Term

Week	Subject and section	Revision technique
2 (B)	English, Maths and Science: Topic 1	Create a mind map for the information in Topic 1
3 (A)	Options: Topic 1	Create a mind map for the information in Topic 1
4 (B)	English, Maths and Science: Topic 2	Create a poster using the information in Topic 2
5 (A)	Options: Topic 2	Create a poster using the information in Topic 2
6 (B)	English, Maths and Science: Topic 3	Create a mind map for the information in Topic 3
7 (A)	Options: Topic 3	Create a mind map for the information in Topic 3

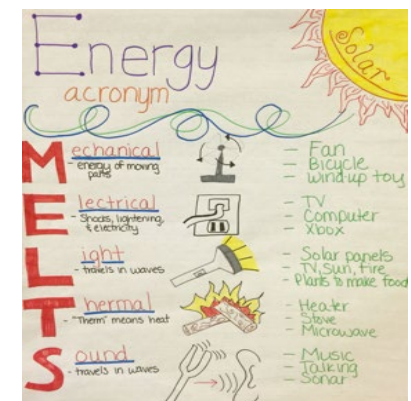
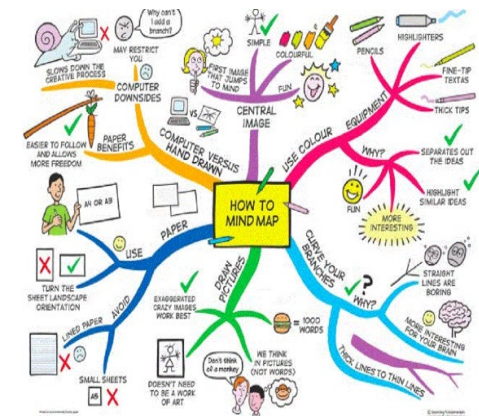
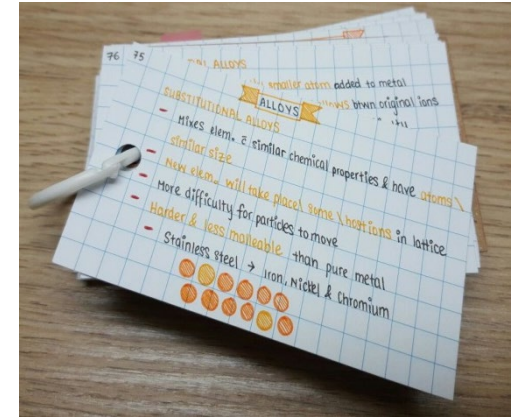
Optional Extra Tasks

If you would like to spend more time working independently to develop excellence in your subjects. Here is a suggested timetable for you to follow. If you have forgotten your usernames and passwords for these apps, speak to your form tutor and they will be able to support you.

Monday	Spend 30mins on Pixl Lit completing a revision Quiz on Macbeth/AIC/Frankenstein
Tuesday	Spend 30 minutes on Pixl Maths completing a revision quiz on a topic you are finding challenging.
Wednesday	Spend 30 minutes on GCSE Pod revising one of your option subjects e.g. History/Geography
Thursday	Spend 30 minutes on Tassomai
Friday	Create a glossary of 10 new terms that you need to know from your Knowledge Organiser.

Revision techniques and strategies

1. Turn your huge amount of revision notes into small and easy to handle
2. Put a question on the front of your flash cards and write the answer on the reverse – then ask someone to quiz you
3. Mind map – what is the topic and what are the key points you need to remember? You could use different colours for different ideas/characters
4. A question a day – complete an exam question, under timed conditions, each day
5. Record yourself reading your notes and listen back to yourself
6. BUG the question – write out exam questions, examine the key words and plan an answer
7. Use of post-it notes – place post-it notes in key places so you are constantly reading key information
8. Make lists of important facts and figures
9. Draw diagrams to help you visually remember your notes
10. 'Look, cover, say, write, check' – use this method to make sure that you are remembering key information





Travel and Tourism

Component 1: Travel and Tourism Organisations and Destinations

Topic: Conference and Events

Conferences and events make up a significant part of the structure of the tourism industry. Conferences, which often come under business tourism, come in all shapes and sizes around the world. From a small academic gathering to a large-scale summit involving national leaders from around the world, conferences are an important component of tourism. Likewise, the event sector is also a significant part of the tourism industry. There are millions of events that take place around the world each year that vary in size and function. Many of these form an integral part of the tourism industry. **Examples of major conferences and events around the world.** There are many major conferences and events that take place around the world every year. Here are a few of my favourites:

World Travel Market

The World Travel Market (WTM) is held in London each November. This is a large event that is held at the Excel venue. WTM provides travel industry experts with the opportunity to showcase their work, learn more about the industry and to network.

ITB

ITB is the world's leading international travel trade show. It is held in Berlin each year. Similar to the WTM, this large-scale event enables industry professionals to network and undertake continuous professional development.

Football World Cup

The vast majority of people are familiar with the Football World Cup. The Football World Cup is held every four years in a different location. The Football World Cup attracts millions of tourists from all over the world. The event also acts as a stimuli for tourism as the nation will often use the opportunity of hosting the event as a chance to market tourism in the area to those who are tuning in from their TVs from around the world. Sports tourism, which includes events such as the Football World Cup, contributes significantly to the overall tourism industry.

Glastonbury

Glastonbury is a popular British music festival. It takes place each summer in Somerset. Glastonbury is a five-day festival of contemporary performing arts. In addition to music, the festival hosts dance, comedy, theatre, circus, cabaret, and other arts to entertain visitors. Glastonbury attracts many domestic tourists as well as international tourists.

Topic: Tourist Boards

A tourist board is an essential component of tourism and an integral part of the structure of the tourism industry. A tourism board is responsible for the promotion of tourism in a particular area. This could be a city, a region, a country or a group of countries. A tourism board is usually Government funded and is usually a public travel and tourism organisation (although this is not *always* the case). A tourism board is also often referred to as a Destination Marketing Organisation (DMO).

International organisations

Most tourist boards focus on promoting tourism in a particular area, city or country. There are, however, some organisations which aim to promote tourism across more than one country. Whilst these organisation often have many functions other than tourism, they will also play a role in the promotion of tourism in particular parts of the world. This could include the European Union, the ASEAN network or organisations such as the United Nations.

National tourist boards

A national tourist board is a national organisation whose aim is to promote tourism across the country.

There are usually several management bodies that are involved with a national tourist board. They are essential stakeholders who determine many aspects of tourism in the country, such as budgets, taxation and regulations.

Said management bodies include the parliament, the tourist board, an auditing committee and the Prime Minister, President or Head of State. The national tourist board is funded from tourist taxes, membership fees, Government funding and other sources.

Examples of national tourist boards (often most commonly referred to by their 'campaign title' as opposed to the Government title) include Visit Britain, Incredible India and Amazing Thailand.

Topic: Types of Travel – Leisure Travel

Leisure travel generally refers to travel that is undertaken for the purpose of pleasure, enjoyment, relaxation or special interests.

Leisure travel is an important component of tourism, and makes up a significant part of the tourism industry. There are different ways that someone can undertake leisure travel. I have outlined these below.

Short breaks

Short breaks have become increasingly popular since the advent of the low cost airline.

Cheaper fares and regular flights have meant that people have been able to jet off for a weekend break that may not have previously been possible. In fact, [pre COVID] trends have shown that many people are now choosing to take 2-3 short breaks each year rather than a singular, more traditional summer holiday. Short breaks are especially popular in areas that are well-connected. In Europe, for instance, it is easy to go on a short break from London to Paris. However, if you lived in Australia, the vast distances between destinations may mean that short breaks are less feasible.

City breaks

City breaks are a popular type of travel. Cities have lots to offer such as entertainment options (eating out, shows, events etc), as well as a range of tourist attractions and business tourism opportunities. Cities are usually well connected by transport, making them easily reachable for tourists.

Countryside breaks

Rural tourism is very popular since the COVID pandemic. Countryside breaks enable people to enjoy the fresh air and to be socially distant from others. There are many things to do on a countryside break, from hiking the Mendips, to adventure sports such as rock climbing in places like Cheddar Gorge.

Vocabulary	Wider Research	Apply
Accommodation Tourism Tour Operator Travel Agent Transport Holiday Retailer Infrastructure Epidemic Industry Budget Travellers Glamping Multinational National Regional Local Component Package Holiday Hybrid work	<p>https://www.youtube.com/watch?v=EYl1ec9q8nM</p> <p>https://www.youtube.com/watch?v=iZBl0_qkpY8&t=460s</p> <p>https://www.youtube.com/watch?v=iTq_tRcXMK8&list=PLIfNzlyhq0S0CFucUmThItS51YZ6FLGSw&index=12</p>	<p>Create a key word glossary.</p> <p>Research ABTA and ATOL and create your own knowledge organiser about them.</p> <p>Create a poster about VisitBritain.</p>

