

A wide-angle photograph of the Dubai skyline at sunset. The sky is a mix of orange, pink, and blue. In the foreground, a paved promenade with a metal railing curves along a body of water. The water is calm, reflecting the tall buildings and the colorful sky. The buildings are a mix of modern glass skyscrapers and older, more traditional structures. The overall scene is a vibrant and modern cityscape.

Travel and Tourism Session 4

Case study destination
Miss Loxton



What do you remember about
Iceland?

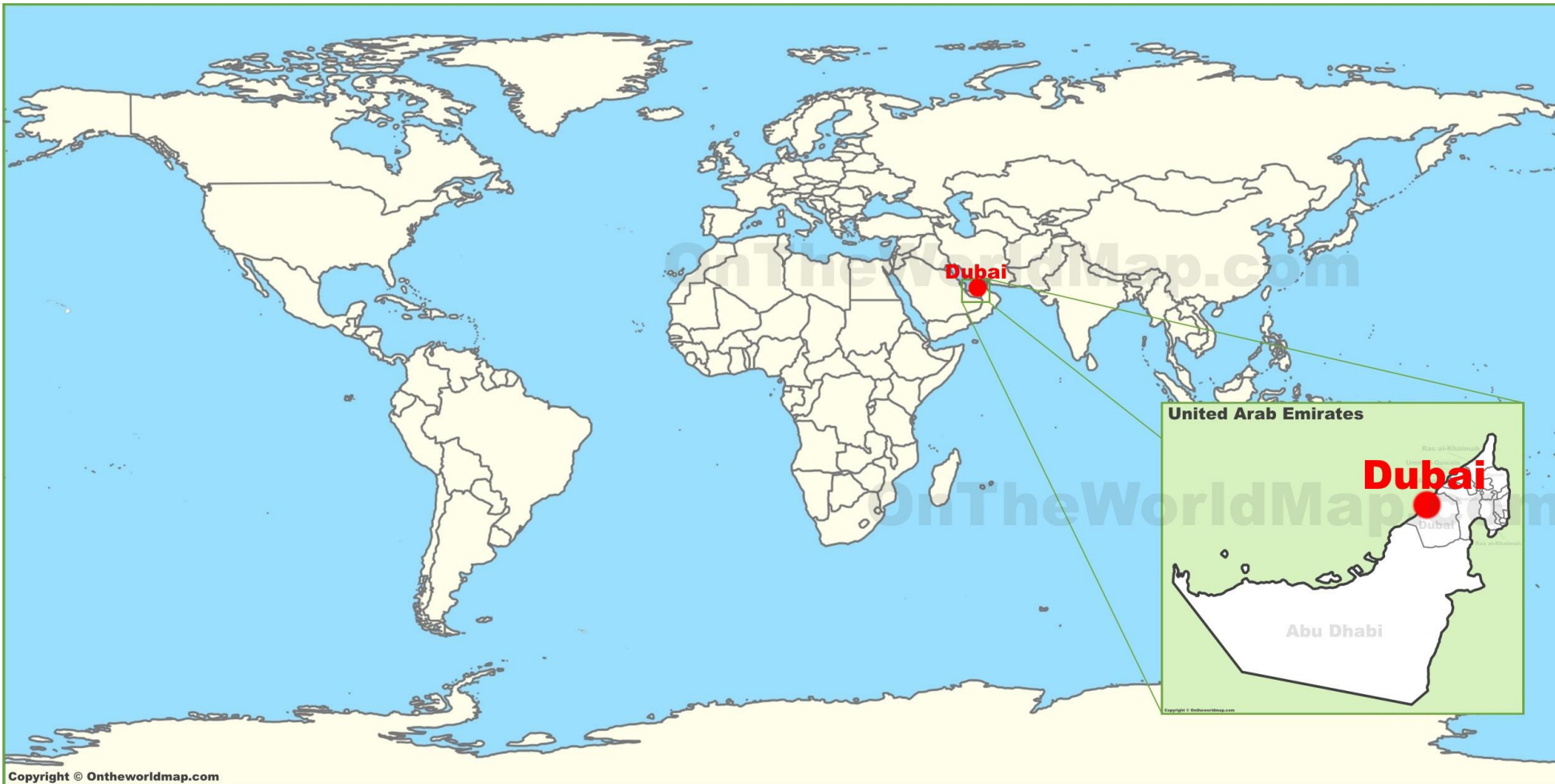


Can you guess the destination
we are going to investigate?

DUBAI

Where is Dubai in the world?

- Is Dubai a city or country? **City**



It is in the country of United Arab Emirates in Asia.

Well-known attractions...

Match the name and number of the attractions



The Dubai fountain show

The Dubai Marina

The Burj Khalifa

Safari in the desert

Atlantis water park

Why travel to Dubai?

- Whilst watching the video create a list of all the different things you can do in Dubai whilst on holiday.



Types of tourism

- After watching the video you can see there is a lots of different types of things to do in Dubai for tourists.

Activity:

When the image appears write in the Q&A box the type of tourism that is.

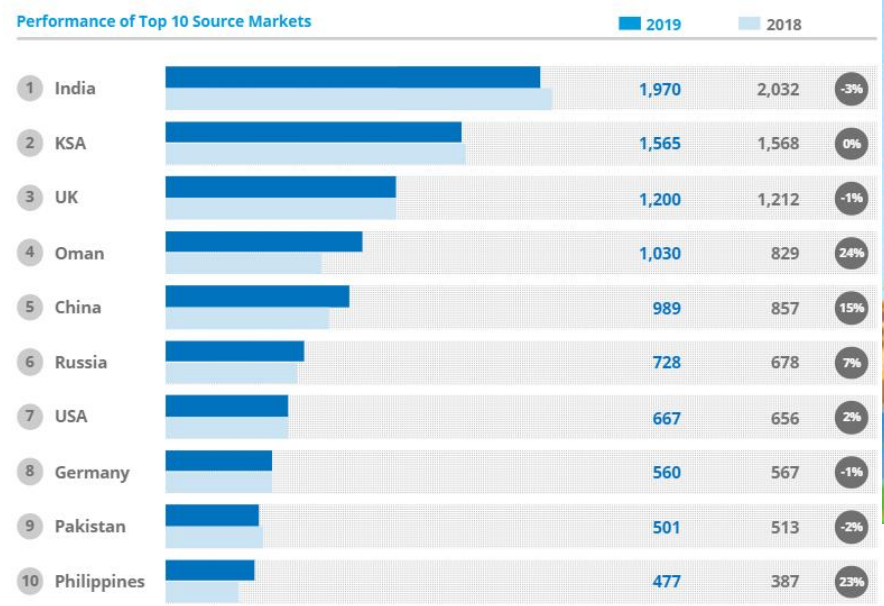


INTERNATIONAL OVERNIGHT VISITOR SPENDING IN DUBAI



2011	\$8.1 billion
2012	\$9.13 billion
2013	\$10.4 billion
2014	\$10.9 billion
2015	\$11.68 billion

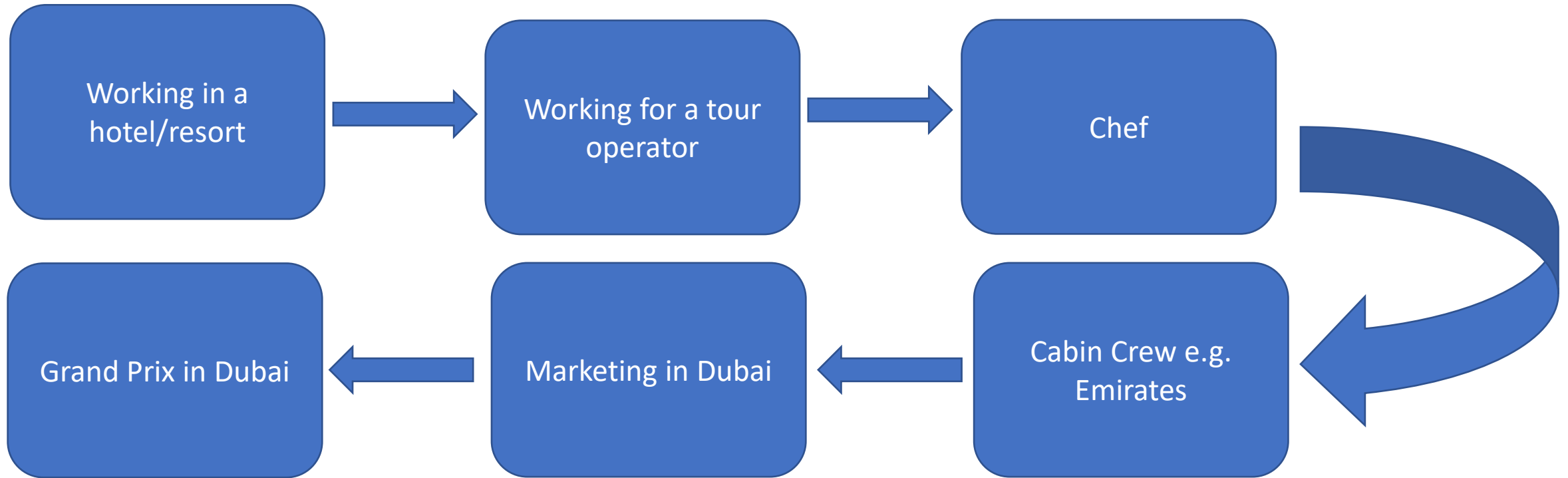
TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI (000 visitors YOY Jan - Dec 2019 / 2018)



Statistics on Dubai tourism

- Which is the most popular market to Dubai in 2019?
- Which is the most popular attraction in Dubai?
- Why do you think international spending is increasing each year?

Careers in tourism in Dubai...





Working at the Atlantis Resort in Dubai

Events

Jazz festival

Dubai Summer
Surprises

Food festival

Shopping festival

Emirates Airline
Festival

Dubai Desert Classic

Dubai Marathon

Dubai world cup

Swim the Burj

Let's look at 1 event in more detail...

4,000 participating outlets offering deals and discount.


Dubai Shopping Festival

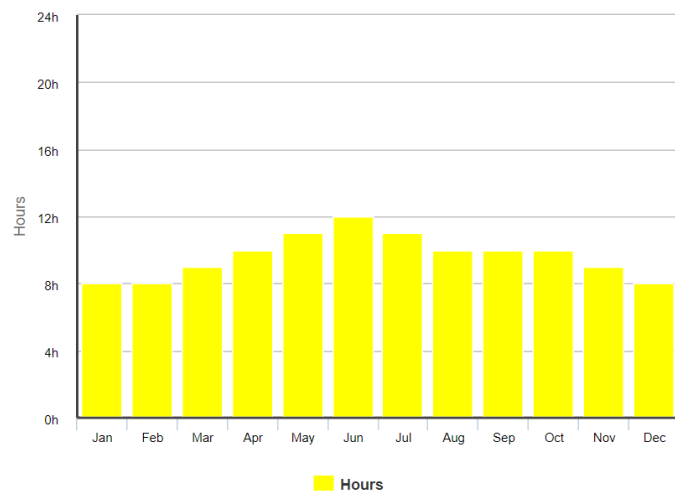
AED50 million worth of prizes given away in 38 days= 11 million pounds.

Why would this event appeal to tourists?

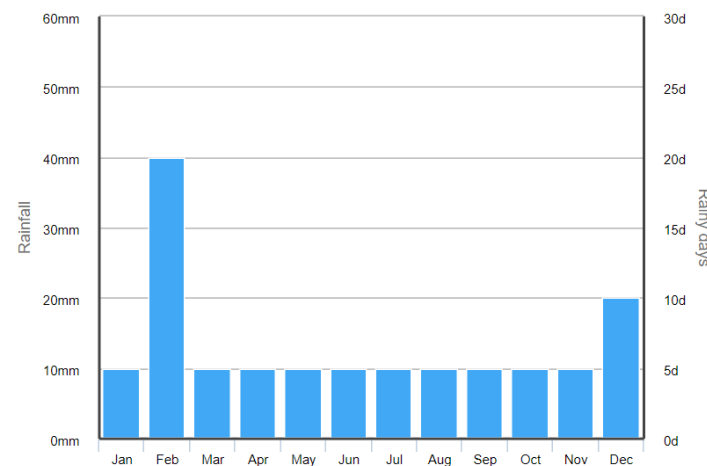
From 26 December 2019 to 1 February 2020, Dubai witnessed innovative experiences, world-class concerts and events, outdoor markets, fireworks displays, unbelievable shopping and spectacular activations, in celebration of Dubai Shopping Festival's (DSF) 25th anniversary.



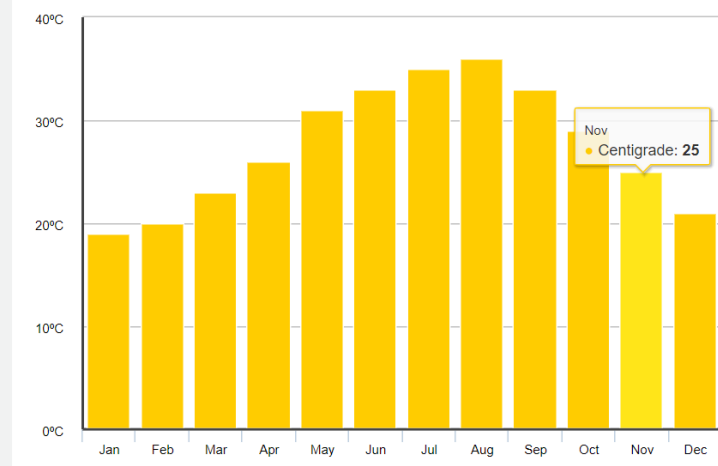
 Average Daily Sunshine Hours: Dubai



 Average Rainfall: Dubai



 Average Temperature: Dubai



Weather

From looking at the 3 graphs what can we summarise about the weather in Dubai?

Dubai holidays: Hotels could be up to 60 percent cheaper in a bid to lure back tourism

DUBAI hotels are slashing prices by up to 60 percent as part of its wider plans to boost tourism to the country.

1.

Published on Thursday, February 7, 2019

Six Flags' Dubai theme park project postponed indefinitely

3.

Dubai boosts spirits with new video campaign

© 1 April 2020 </> Embed

Not to be outdone by neighbours Abu Dhabi, the Dubai Department of Tourism & Commerce Marketing has released a video designed to revive spirits during the coronavirus lockdown.

2.

Dubai saw fall in UK visits during the first five months of the year

The number of British tourists visiting Dubai fell by 7% in the first five months of this year compared with the same period of 2017.

4.

Dubai in the news

Dubai in the news activity:

Choose 1 of the news headlines about Dubai.

Create a paragraph on the following:

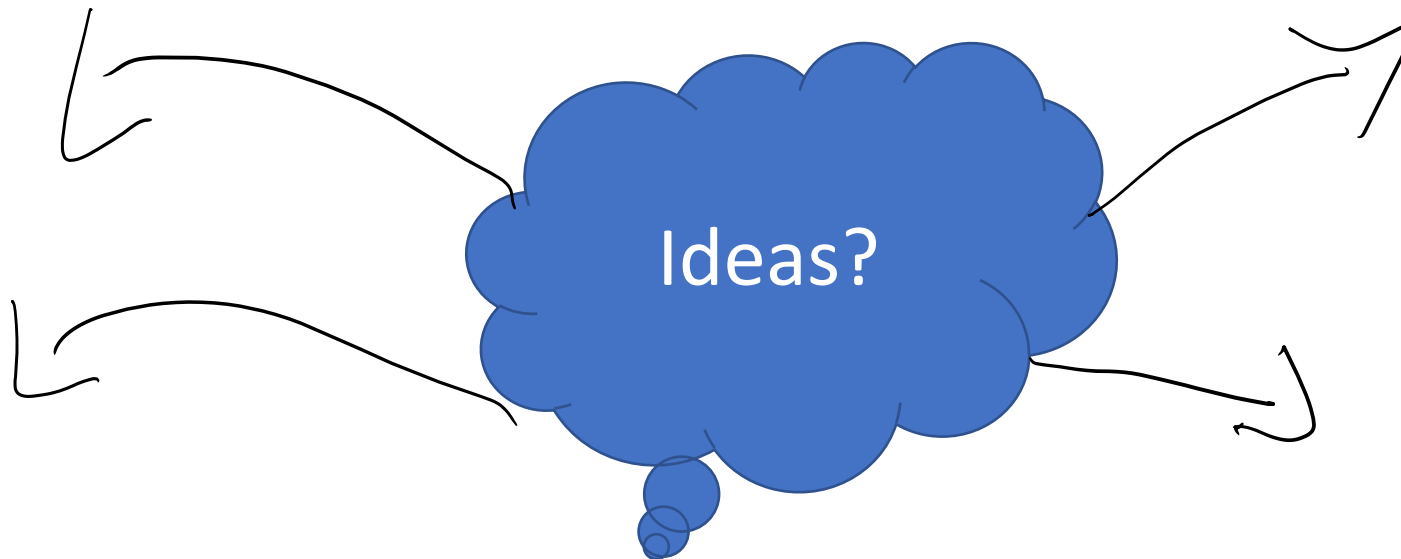
- Is it a positive/negative news headline?
 - What is it telling the readers?
 - Does it affect tourists or local people?
 - Do you think it will have an overall impact on tourism in Dubai?
-



Practice activity...

Exam question:

Outline the range of natural and built attractions which are commonly found in a worldwide destination such as Dubai? (6 marks)



Planning of an answer...

Natural	Built
1.	1.
2.	2.
3.	3.

Summer Challenge...

- We have put together a summer challenge for you to have a go at!
- I will email the document out to you all after the session.
- The winner will receive a prize once we are back in school.



Travel & Tourism TV & Film Bingo



Have a go at watching as many as you can then cross them off. Write a short summary after! Explaining why they would help someone studying Travel & Tourism.

Channel 5- First class vs economy- is it worth it?	Channel 4- Place in the sun	Netflix- Secrets of Great British Castles	ITV- EasyJet inside the cockpit
Netflix- Our planet	Channel 5- Premier Inn- Britain's biggest budget hotel	Channel 4- Four in a bed	Channel 5- Secrets of the world's most expensive cruise ship
Netflix- The kindness diaries	ITV- Inside the Ritz hotel	Netflix- Eat Pray Love	BBC 2- Race around the world
ITV- The cruise	Netflix- Dark tourist	Channel 4- The world's most luxurious airline	Channel 4- Travel man

Links to have a look at...

- Here are some tourism links for you to take a look at during the holidays...
- <https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.sporcle.com%2Fgames%2Fg%2Feurope&data=02%7C01%7Cchelsea.loxton%40collegiateacademy.org.uk%7C635465519dde4c123b7b08d7e857ee60%7C6f297733f5214aecb028384dd2eda643%7C0%7C0%7C637233337278726434&sdata=pWa16odNzB7HeBxO5%2FBNma0h%2B16W9p5X6w3hG4d6lQk%3D&reserved=0> – Europe quiz
- https://www.travelmole.com/news_feature.php? - Tourism news
- <https://www.bbc.co.uk/programmes/articles/5MHVmn5vwDQ1svWdHChyPXG/nine-of-the-world-s-dark-tourism-destinations> - Dark tourism
- <https://www.visitbritain.org/latest-news> - Visit Britain
- <https://www.theguardian.com/travel/2020/mar/30/10-best-virtual-tour-worlds-most-famous-landmarks> - Virtual attractions
- <https://www.travelweekly.co.uk/> - Travel Weekly latest news
- <https://nationalcareers.service.gov.uk/job-categories/travel-and-tourism> - Jobs in tourism
- <https://digital.ucas.com/coursedisplay/results/providers?searchTerm=tourism&distanceFromPostcode=&studyYear=2020&sort=MostRelevant> - Tourism university courses

Thank you and any questions?

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