

# Subject Knowledge Update: Destination Dubai

London, Monday 12 March 2012

**Royal  
Geographical  
Society**  
with IBG

Advancing geography  
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**Subject Knowledge Updates are a series of evening sessions each focusing on a different theme, covering the basic information for teaching that topic and providing up to date case study material and resources. The next session in this series looks at Travel and Tourism: Destination Dubai.**

The DfE Schools White Paper 2010 *The importance of Teaching* highlights a need for subject knowledge to be included in CPD: ***“It is also vital that we give teachers the opportunity to deepen their subject knowledge and renew the passion which brought them into the classroom”.***

This **Destination Dubai** Subject Knowledge Update will:

- Provide up to date and new case study material and information.
- Give an overview of the key facts and information that should be highlighted when teaching tourist destination evolution.
- Help teachers who have not taught tourism development for a while, or never studied it, to teach it effectively and confidently.
- Provide some resources, case studies and suggested teaching and learning activities for you to take away for use at KS3, KS4 and KS5.
- Encourage enthusiasm to teach important travel and tourism concepts and give ideas of how to link these with other related geographical topics and themes.

## **About the session**

The substantial growth and development of tourism-related activities clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. For example, the number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 900 million in 2008, corresponding to an average annual growth rate of 6.6 per cent. Today travel and tourism is one of the world's largest industries, employing approximately 231 million people and generating over 10 per cent of world GDP. Indeed, world travel and tourism is expected to generate in excess of US\$13 trillion over the coming decade.

A destination is the place where a journey finally ends. It can be a town, city or resort, a tourist attraction such as a major theme park or a much larger region such as a National Park. Most locations around the world contain a place or a region which is regarded as being a tourist destination. Destinations are places where tourism develops. Tourist destinations are themselves influenced by the prevailing social, cultural, environmental, economic and political conditions. It is fundamental to the concept of the tourist destination that tourism is generally not the sole economic activity or function within the area identified as a destination. The challenge facing those responsible for the destination's management is to try and ensure that tourism developments integrate with the other social and economic activities of the particular area so that future development will be sustainable.

Previously viewed in tourism terms as little more than a duty free stopover, Dubai today has become a highly acclaimed destination offering an outstanding range of facilities and services. Dubai's significance as a global destination stems from the fact that it can be viewed from two main perspectives. It is not just a simple holiday destination for leisure travellers; it is an important commercial, trading and business centre as well.

### Links to A2 / AS Levels

- OCR AS Geography Unit F762 Managing Change in Human Environments
- AQA A2 Geography Unit GEOG3 World Cities Option
- EDEXCEL A2 Geography Unit 4 Geographical Research Option 6 Leisure & Tourism
- OCR AS Travel & Tourism Unit G722 Travel Destinations
- EDEXCEL A2 Travel & Tourism Unit 7 Responsible Tourism

**Ideas from this session could also be adapted to teach KS3 and KS4.**

### About the presenter

Mr John D. Smith is both an A-level and IGCSE Principal Examiner for CIE and he is also OCR's Chief Examiner for A-level Travel and Tourism. A former Head of Geography, he currently lectures at Liverpool Community College. He has co-authored IGCSE and A-level text books to support delivery of the Travel and Tourism curriculum and has designed various training materials to support teaching and learning in the subject. He has travelled to Dubai each year since 1999 and has taken student groups to the destination for both investigative field work and work experience.

### Details

Topic: Travel and Tourism: Destination Dubai

Date: Monday 12 March 2012

Venue: Royal Geographical Society with IBG, 1 Kensington Gore, London SW7 2AR

Time: 5pm – 7pm (registration from 4.30pm for a prompt start). Refreshments will be available.

Format: 90mins lecture style followed by 30mins of discussion and questions.

There are 20 places available on this course.

Please note: this course is for teachers only.

### Costs

Members (School Members / Fellows / ECT Members / Young Geographers) £30 inc VAT

Non Members £40 inc VAT

### Booking information

To book please return the booking form and your payment to Claire Wheeler, Education Department, RGS-IBG, 1 Kensington Gore, London, SW7 2AR. T: 020 7591 3053 F: 020 7591 3001 E: [c.wheeler@rgs.org](mailto:c.wheeler@rgs.org)

Please note that that payment must be received before the event or the place may be withdrawn.

No refunds will be given for cancellations less than 3 weeks before the event.