

CAREERS themes

Spring & Summer Terms 23/24

Visitor Economy

LINKING
VISITOR
ECONOMY
to the
CURRICULUM

**GATSBY
BENCHMARK**

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LINKING
CURRICULUM
LEARNING TO
CAREERS

The Visitor Economy is a major driver of economic growth and prosperity in the Liverpool City Region and is worth more than £4.2bn a year to its economy, providing more than 50,000 jobs locally.

The **VISITOR ECONOMY** comprises a whole ecosystem made up of:

- museums and galleries
- theatres
- music, entertainment and sporting venues
- restaurants
- hotels
- bars
- shops
- transport operators.

This combination of assets makes the Liverpool City Region a great visitor attraction location. A workforce that comprises people with the right skills, knowledge and attitudes is vitally important to creating a welcoming and positive experience.

For young people with the right skills and attitudes there are a growing number of job roles and companies to consider.

During the SPRING AND SUMMER terms, you will:

- Explore how this sector links into your chosen vocational subject and your functional skills disciplines.
- Identify key skills requirements in a range of job roles in this sector and make connections between these skills and the ones that you are developing and building.