

Tourism

Why study Tourism?

Tourism is one of the world's biggest industries with a huge demand for skilled workers. It is dynamic and in constant growth. Everywhere you look new hotels and convention centres are being built, tourist attractions are popping up, international flight paths are being scheduled and visitor numbers are breaking records. If you are interested in travel or hospitality or enjoy interaction with people, this is the course for you.

Entry requirements

You need a C grade in English to guarantee your place on this course. A grade C in any vocational course would also be beneficial.

Course details and assessment format

AS (2 units)

Unit 1: The United Kingdom Tourism Product

(1 hour, 30 minutes exam, 25% of the qualification)

During this unit we will be studying a variety of destinations within the UK such as coastal, city, cultural and countryside destinations.

Unit 2: Worldwide Tourism Destinations

Destinations (Controlled Assessment, 25% of the qualification)

11 hour controlled assessment studying the appeal of short haul and long haul worldwide destinations. Students are required to plan a detailed itinerary for a trip to your chosen destination and plan a detailed marketing campaign for their destination.

A Level (2 units)

Unit 3: The Dynamic Tourism Industry

(1 hour, 30 minutes exam, 25% of the qualification)

The aim of this unit is to learn about the factors that affect the tourism industry and how it has to adapt to external pressures e.g. a hurricane or the collapse of a travel agent or airline such as Thomas Cook.

Unit 4: Event and Itinerary Planning

(Controlled Assessment, 25% of the qualification)

This is an opportunity for the learners to plan an event for younger pupils in the school and evaluate the process. They are also required to plan a detailed itinerary for a holiday in the UK.

Skills which are developed and possible progression

You will learn skills that are transferable to many other industries. Tourism is a service industry and will teach you essential skills needed to work in other service industries such as customer service and organisation skills.

Tourism employees are the highest paid people worldwide and jobs in tourism allow people to travel the world and meet people from different cultures. Jobs in the tourism industry include flight attendants, tour guides or travel agents, event planning and management or marketing. There are opportunities for employment, higher education courses and apprenticeships after completing this course.

