

Travel and Tourism

Note: This course is not currently taught in Foyle, but may be available in another school.

This industry is one of the fastest growing in both Northern Ireland and the wider world. Its jobs are as diverse as travel agent, tour guide, receptionist or any role involved in customer care and managerial positions.

The course looks at today's issues about the wider ethical, social and cultural dimensions of tourism and its impact on the environment. The importance of sustainable development is central to the course. A diverse range of skills are developed and required in both this industry and indeed the wider business industry.

Characteristics of the course:

- The course is made up of combination AS and A2 units delivered over two years.
- It has an applied vocational dimension.
- It enables progression at further and higher education.
- It emphasises the development of transferable skills necessary in a changing working environment.
- It has some overlap with other 'A' levels such as Applied Business and Business.

The course aims to encourage students to develop knowledge and understanding of:

- The techniques involved in customer care.
- The links between the holidays offered and customer demands.
- The skills needed to 'sell' an attraction.
- The relationships that exist between tourists and the environment.
- Moral, cultural and ethical issues in promoting tourism around the world.
- The development of a business plan.
- Problem solving skills.

Year 13

Introducing Travel and Tourism (Compulsory)

It is an introduction to the course and studies the nature, scale, development and structure of the travel and tourism industry. This unit is externally assessed by an exam.

Either Working with Customers in Travel and Tourism (Optional)

The key principles and skills of customer service are identified. The contribution customers and how managers monitor their performance are investigated. The unit is assessed through portfolio work.

Or Travel Destinations (Optional)

Popular holiday destinations are studied together with long and short-haul flights from the UK. Linking a particular customers needs with an appropriate holiday is developed. The unit is assessed through portfolio work.

Year 14**Tourism Impacts and Tourism Developments (Compulsory)**

The socio-cultural, economic and environmental impacts of tourism development are investigated. Its agents are identified and the characteristics of responsible and sustainable tourism development established. The unit is externally assessed by an exam.

Either Trends and Issues in Travel and Tourism (Optional)

This unit highlights how technological advances have changed the travel and tourism industry. We also look at the role of product development, consumer expectations and environmental changes. The unit is assessed through portfolio work.

Or Event Management in Travel and Tourism (Optional)

This brings together the elements of business planning, team building and decision making. The unit is assessed through portfolio work.

Students who have completed this course have gone onto a wide range of employment such as further education, event management, teaching, travel agent, air steward, Airline management and a variety of business roles.

The course is awarded by WJEC and is subject to change as the new specification becomes available.