

Travel & Tourism

Exam Board: Edexcel /Pearson

Qualification: GCSE

Course code:



Longdean School
'Rejoice in thy youth'

Aims

To develop an understanding and stimulate an interest of the Travel and Tourism industry and the dynamic nature of it.

To develop transferable skills, such as research and analysis

To develop independence in learning

To provide an interesting and challenging course using a wide-variety of teaching methods

Content

Component 1 – Travel and Tourism organisations and destinations (Internal assessment)

You will consider the ownership and aims of organisations and why different organisations might work together. You will explore how consumer technology is used in different ways by organisations and how this impacts customers. You will also develop an understanding on the features of popular visitor destinations where you will consider the tourists appeal and the ways that people may travel there.

Component 2 – Customer Needs in Travel and Tourism (Internal assessment)

You will explore the needs and preferences of different types of customer eg, wanting a holiday at a certain time of year with a certain budget, preferences, such as individuals wanting an adventure holiday. You will research information and plan a holiday for a specified customer. You will investigate market research and how it is used by travel and tourism organisations to help identify tourism trends and then consider the ways organisations may respond the trends identified.

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Component 3 – Influences on Global Travel and Tourism (External assessment/written exam)

You will consider the factors that influence travel and tourism and the ways organisations, destinations and governments respond to these influences and their reasons.

You will explore the impacts of tourism and consider the ways that they can be managed by destinations, organisations and governments.

You will investigate how tourism may bring change to destinations over time and how destinations can encourage, manage and develop tourism.

Examination

ONE written paper – 2 hours long – 60 marks