

# Travel and Tourism – Applied GCE Advanced and Advanced Subsidiary

## Course Synopsis

GCE Travel and Tourism offers students the opportunity to investigate and develop an understanding of the travel and tourism industry in a vocational context. Six units are studied in total – three at AS level and three at A2 level. You will have the opportunity to enjoy a variety of learning experiences in a vocational and educationally stimulating environment. Your learning experience will include business visits, conferences, work experience, role-plays and simulations.

The course will lead to the acquisition of a number of valuable skills such as research, evaluation and problem-solving skills, the ability to plan, prioritise and meet deadlines and the ability to work independently and within teams.

The course may lead to a variety of university courses in addition to work in the travel and tourism industry.

<b>Syllabus Summary</b>	
<b>Year 12 – AS Level (Edexcel)</b>	<b>Year 13 – A2 Level (Edexcel)</b>
<p><b>Unit 1: The Travel and Tourism Industry</b></p> <p>The travel &amp; tourism industry is one of the biggest and fastest growing industries in the UK. In this unit you will learn about the nature and characteristics of tourism and how it is developed.</p>	<p><b>Unit 7: Responsible Tourism</b></p> <p>Responsible tourism includes sustainable, green and ethical tourism. In this unit you will study a range of destinations to see if tourism development follows the principles of responsible tourism.</p>
<p><b>Unit 2: The Travel and Tourism Customer</b></p> <p>The travel &amp; tourism industry is very competitive and organisations need to focus on the customer in order to maintain their competitive edge. This means that customer service is vital to travel and tourism organisations. Through practicing customer service skills in role-plays and/or working in travel and tourism organisations, you will develop your own customer service skills and examine the level of customer service offered by different organisations.</p>	<p><b>Unit 8: Current Issues in Travel &amp; Tourism</b></p> <p>The travel and tourism industry is dynamic and continually responding to demands and changes in the environment.</p> <p>In this unit you will plan, carry out and present a research project on a travel and tourism-related issue.</p>
<p><b>Unit 3: Destination Europe</b> Or <b>Unit 4: Destination Britain</b></p>	<p><b>One option from the following list:</b> <b>Unit 9: Working in Travel and Tourism.</b> <b>Unit 10: Promotion and Sales in Travel &amp; Tourism.</b> <b>Unit 11: Special Interest Holidays.</b> <b>Unit 12: Travel Organisations.</b></p>
<p><b>Entry Requirements:</b></p>	