

Level 1 / 2

Award

Tourism

The course consists of 3 units:

- Unit 1 - The Customer Experience
- Unit 2 - The Business of Tourism
- Unit 3 - Developing UK Tourist Industries

The Customer Experience – Here pupils will look at the principles of Customer Service, the different types of customer and how to identify their needs. Pupils will use tools such as review sites, like 'Trip advisor', Mystery shopper questionnaires and customer loyalty programs.

This module is internally assessed through an investigation into a tourist organisation and their services.

The Business on Tourism – Pupils will investigate a number of issues faced by businesses. Pupils will understand how tourist organisations are run as business and how they operate to meet their goals. This module is assessed by an external exam.

Developing UK tourist Industries – Here pupils will compile a portfolio recommending how UK tourist organisations can improve their appeal and popularity. This module is internally assessed based upon the pupils completed portfolio.



Exam

Unit 1 – Internally assessed coursework task completed in Year 10

Unit 2 – External Exam, This is sat at the end of Year 10 and is a 75 minute exam.

Unit 3 – Internally assessed portfolio task completed in Year 11



Staff

Taught by Mrs Penquet, Tourism and Geography Specialist.

The Tourism course directly leads to further study in college in courses such as;

- Travel and Tourism
- Business Studies
- Leisure and Tourism

The Tourism course is also linked to careers in the travel and tourism sector, business and management.

Throughout the course we try to take advantage of as many 'real world' opportunities to study tourist organisations as we can.

