

TOURISM

Introduction

In Tourism, you will study some of the most amazing places on the planet and what impact tourism has on these destinations. It can involve trips to experience customer service, visit a tourist attraction or take a guided tour to experience tourism services for yourself. Currently, tourism in Northern Ireland generates a revenue of £764 million and attracts 4.5 million visitors. The aim is to double tourism's contribution to the economy by 2020. This means it is a good place to look for a job in the future. This course enables you to learn how to manage your own time, manage information, communicate effectively both in writing and orally and to use ICT to produce a professional piece of work. This will be useful to you no matter which career path you follow after school.



What will it be like?

You will study 3 core units. These are detailed below.

Unit 1: The Customer Experience

Why is customer service so important? What happens if a customer doesn't experience good customer service? What do customers want when they visit an attraction or use transport? Why do customers choose one tour operator rather than another? Why do customers show loyalty to a certain travel agency or chain? Why do customers stop using an organisation? These are all important questions to tourism organisations. By finding answers to these we can learn what customers see as a good or bad experience and help tourism organisations to assess and improve their performance.

Unit 2: The Business of Tourism

How important is tourism to the UK? How do tourism organisations achieve success? How do travel agencies survive in business when so many customers shop online? How can some airlines offer fares that are so cheap and others are so expensive? How do tourism organisations help to protect the environment? Answering these questions will help you understand why tourism is one of the fastest growing sectors in the UK economy and help you access jobs in this sector in the future.

Unit 3: Developing UK Tourist destinations

The purpose of this unit is to explore some of these key questions. Why are some tourist destinations more popular than others? Do business tourists look for something different from a destination than a leisure tourist? Are all beaches appealing? If a destination doesn't have a railway station, can it still be popular? How important is accommodation to the appeal of a destination? Can an attraction bring new tourists to a destination? By investigating these questions, you will explore a diverse range of tourist destinations and understand how they can be improved and looked after sustainably.

Assessment

- This qualification is 75% Controlled Assessment (Coursework) and 25% Examination.
- Unit 1 is an internally assessed piece of Controlled Assessment. It is worth 25% of the overall qualification.
- Unit 2 is an externally assessed exam. It is worth 25% of the overall qualification. The exam will last 75 minutes. There will be three questions on each paper, with both short and extended answer questions. This exam will be taken in Year 11 and can be retaken in Year 12.
- Unit 3 is an internally assessed piece of Controlled Assessment. It is worth 50% of the overall qualification.
- The qualification is graded Level 1 Pass, Level 2 Pass, Level 2 Merit or Level 2 Distinction

Career Progression

- This course aims to prepare candidates for further study in Tourism. We offer a Diploma in Tourism in Y13.
- Students could progress to further training in areas such as Management, Catering & Hospitality, Events, Travel Services and many others.
- Connected jobs include tour guides, event planner, travel reps, travel agent, outdoor activities coordinator ... anything connected with the Travel and Tourism industry!