

Travel and Tourism 10

Time: 6 x 35 minutes per week

Course Description:

The Travel and Tourism (0470) course is designed to help meet the need for skilled and knowledgeable individuals in this rapidly diversifying industry. The intention of this syllabus is to provide a broad overview to the travel and tourism industry and related ancillary service industries, through practical skills as well as understanding the global and local perspective of travel and tourism. Through this course, students will gain knowledge of concepts, models and theories used within the industry, and enhance their skills of investigation, analysis, interpretation and evaluation.

Resources:

Smith, J.D. & Warburton, F. (2012), Cambridge IGCSE Travel and Tourism, Cambridge University Press: Cambridge
 Other teaching resources provided by the teacher

Main Topics Covered:

Semester 1

Marketing and Promotion

- Role and function of marketing and promotion.
- Market segmentation and targeting
- The 4Ps - product, price, place and promotion

Investing a Travel and Tourism Product

- The investigation offers students the opportunity to apply their knowledge and skills in the detailed study of a particular aspect of the travel and tourism industry. This will be presented in a form of a written report of approximately 3,000 words.

Semester 2

Revision and skills/paper preparation

Assessment

Internal Assessment	Weighting
<ul style="list-style-type: none"> • End of Semester Examinations (SA1 + SA2) • Continual Assessment (CA1 + CA2 + CA3 + CA4) including: <ul style="list-style-type: none"> - Topic tests - Presentation/s and assignments 	25 + 60 5 + 5 + 5
	100

