



AS/A2 Travel & Tourism

WHY TAKE TRAVEL AND TOURISM?

Travel and Tourism is an Applied AS/A2 which can be studied either as a single AS/A2 subject or as a Double Award AS/A2, which is equivalent to two AS subjects. The single AS course is an excellent starting point if you have an interest in travel or, if you wish to have a career in travel either in the UK or overseas. You can study the industry in more depth in our double award. Both combine well with many other AS and A2 courses and will be a good foundation for a range of University degrees.

WHAT ARE THE KEY AREAS OF STUDY?

On both the single and double award you will find out what travel and tourism is all about, how it has developed over the years and why the industry is so important. The Customer Service unit investigates what customers need and expect from airlines, accommodation and visitor attractions and how these organisations satisfy those needs. You will learn how to deal with customer complaints and will role play situations to show your understanding. To improve your geographical knowledge you will learn where the popular holiday destinations are and how to analyse the statistics to assess trends. In addition to these topics, those students taking the double award will also study destinations in the UK and write itineraries for incoming tourists, investigate how an overseas resort functions including delivering a welcome meeting and selling excursions as an overseas representative.

WHAT SKILLS WILL I NEED AND DEVELOP?

You will have a varied teaching programme and be encouraged to take an active part in lessons ranging from giving presentations, taking part in discussions and group work activities, to carrying out role plays and doing written assignments. Information Technology plays an important part in the course for research and class work. You will be shown how to access sources of information and how to present your work.

ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?

There are no special qualifications required to join this programme.

HOW WILL I BE ASSESSED?

The qualification is an Applied AS/A2 which means that you are assessed mainly through coursework, although one third of the course is assessed by exam. Some assignments are practical, but most others are research based and require a high standard of written evidence to be submitted. As it is an Applied AS/A2 and coursework accounts for two thirds of the qualification, it requires you to be able to meet frequent deadlines and be highly organised.

PRIESTLEY EXTRA

We try to provide you with the experiences and knowledge you will need to work in the travel industry and have a variety of visits and guest speakers to enhance your learning. Key skills are developed as an integral part of the course, through research, presentations and discussions.