

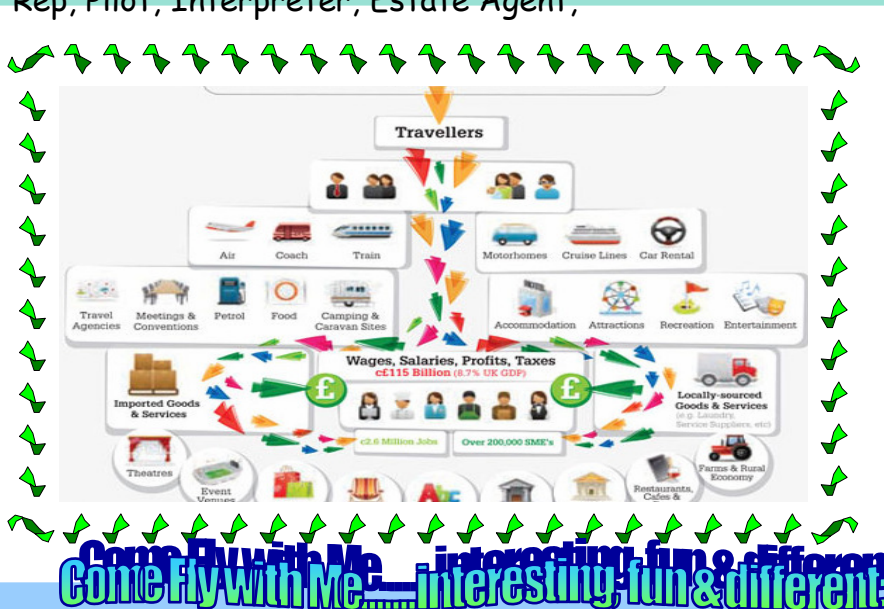
The Future

Leisure, travel & tourism opens many doors for the future. It combines business, geography, marketing, customer service and life skills.

Having studied leisure, travel & tourism, year thirteen are going on to study the following at University:-

- Tourism Management
- Business Studies
- Public Services
- History & Tourism

It opens employment opportunities in any customer facing environment:- Air cabin crew, Events Manager, Chef, Holiday Rep, Pilot, Interpreter, Estate Agent,



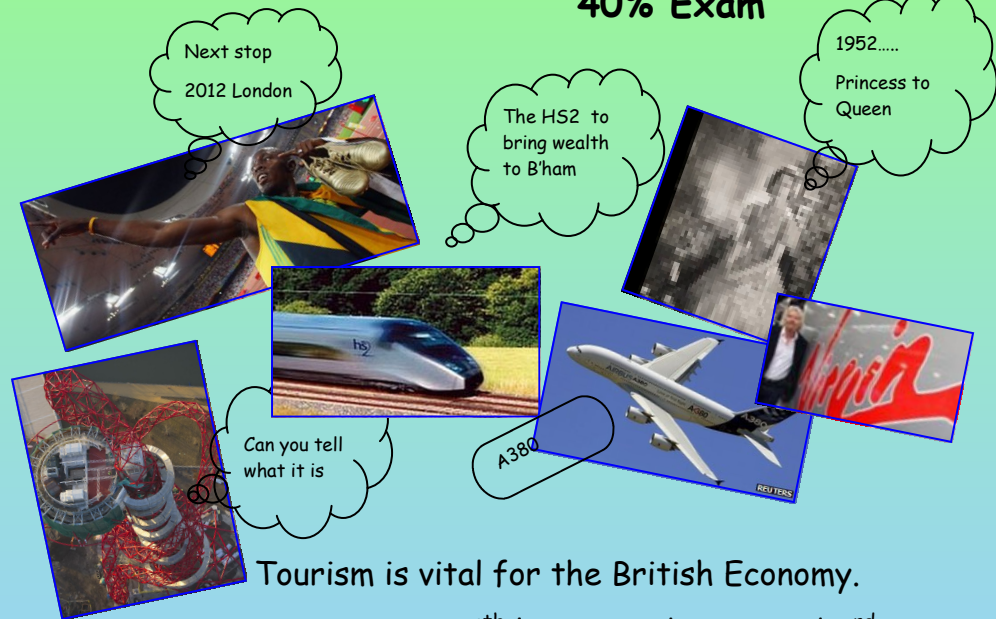
Come Fly with Me... interesting, fun & different!

GCSE Leisure & Tourism

GCSE Leisure & Tourism

60% Coursework

40% Exam



Tourism is vital for the British Economy.

It is Britain's 5th largest industry, and 3rd

largest export earner.

It has a value of £115 billion. Inbound tourism contributes over £3 billion to the economy.

Travel, Leisure & Tourism has 2.6 million people working within the industry.

"The way out of recession" - Cameron 2011

The Course

GCSE Leisure & Tourism is a vocational subject. It provides a link between education and real life. All lessons are based on real businesses.

The GCSE is made up of two units:-

Unit One: The Leisure & Tourism Industry

- The nature of the leisure & tourism industry.
- Introduction to business operations.
- Factors influencing customer choice.
- Destinations, impacts and sustainability.

Unit 1 is worth 40% of the course

Unit Two: Sales/Promotion/Operations

- Sales in leisure and tourism context.
- Promotion of leisure and tourism.
- Promotional materials and techniques.
- Operations in leisure and tourism.

We choose to do either unit 2 or 4

Unit Four: Customers/ Employment

- Visitor attractions, Leisure facilities and destinations.
- Customer choice.
- Services for different types of tourists.
- Employment opportunities and leisure & tourism.

Shakespeare, Thomas Cook helped create T&T

The Lessons

All lessons are based in Trotter, this is the Travel, Leisure and Tourism hub.

All lessons utilise the computer, internet, travel books, brochures, atlases and business reports.

Lessons are very practical and may for example involve preparing a power point on the Olympics. Analysing its impact as a visitor attraction, its impact on the community, environment and review ecotourism and sustainability.

London, Edinburgh, Cardiff, Belfast

We look at real businesses like Thomas Cook, Kuoni, Longleat, Thorpe Park, Royal Shakespeare Company, The Snowdome, Holiday Inn,..... real examples and with current issues.

The Students

The students work very hard, every lesson. We have a great team spirit within the Travel Department. The course is ideal for students who like to work on projects, are creative, like to problem solve and have a practical approach to life.

Horrible Histories make great visitor attractions