



Course Content

The third term will wrap up Unit 2 which will explore in depth the appeal of various geographical surface features to various types of tourists. Investigation into what motivates travelers in terms of both geographic and demographic will be conducted. Students will be introduced to early business concepts such as target markets and segmentation, and the marketing of these geographical locations to appeal to various traveler demographics and types.

In the second half term students will shift focus to the nature of the service industry that is tourism. This unit highlights the employees of the industry, especially in regards to the demanding skill-sets required of employees at all levels of the industry. Students will examine their own skill-sets and see how they fit into the various positions available. Manpower is an important element of the hospitality industry and has business implications that students will investigate.

Should the situation permit, students will see firsthand tourism employees and businesses in action when they embark on the term 3 field trip.

Resources

1. Cambridge IGCSE Travel and Tourism textbook - Unit 2 & 3 - pgs. 100 - 189
2. IGCSE past paper exam questions
3. Teacher created resources - powerpoint presentations and handouts
4. Online resources - adecco.com, employment sites, travel vlogs, news

Assessment

- Notebook (notes, classroom work, smaller tasks): 20%
- Homework (assigned in Google Classroom) - research tasks, worksheets, news: 30%
- Research project & presentations - product life cycle policy, job application: 30%
- Past paper questions: 20%