

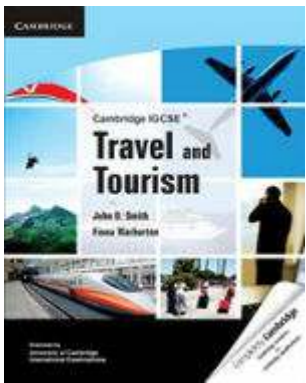


Travel and Tourism Grade 9 – We will be learning...

Term 1	Term 2	Term 3	Working towards
<p><b>Unit Name:</b> The travel and tourism industry; understand and explain the structure of the international travel and tourism industry. Investigate the social, cultural, economic and environmental impact of travel and tourism.</p> <p><b>Topics:</b> Definitions of the industry, awareness of the roles of, tourist boards and travel agents, Travel (leisure, business, visiting friends and relatives) Travel services (retail and business travel agencies, tour operators, principals) Tourism services (national and regional tourist boards, tourist information centres) Tourist classifications (day tripper, length of stay, leisure or business and other purposes). Types of tourism impact (economic, environmental and social issues related to the measurement of tourism impacts).</p>	<p><b>Unit Name:</b> Features of worldwide destinations; Demonstrate knowledge of the main global features, Features of worldwide destinations; Demonstrate awareness of different time zones and climates.</p> <p><b>Topics:</b> Location of major continental land masses, oceans and seas Location of the world’s major cities in relation to their importance as major transport hubs and destinations. Nature of destinations, Tourist destinations as amalgams (combinations) of specific environmental factors such as attractions (natural and man-made), shopping centres, support facilities, hospitality and organisation</p>	<p><b>Unit Name:</b> Customer care and working procedures</p> <p><b>Topics:</b> Deal with customers and colleagues – “the moment of truth. Identify the essential personal skills required when working in the travel and tourism industry. Importance of following customer care policies (b) Necessity of good teamwork and training (c) Importance of courtesy, tact and diplomacy recognised when dealing with customers and any specific needs (d) Procedures for handling complaints</p>	<p>Travel and Tourism iGCSE</p>



**Books you may find useful:**

	<p>Publisher Cambridge University Press Author Smith, J D and Warburton, F ISBN 9780521149228 Published Date 2012 Website <a href="http://education.cambridge.org">education.cambridge.org</a></p>
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