

This course looks at the leisure and tourism industries and their role in today's society. Students will develop a valuable insight into how leisure and tourism businesses operate including marketing and customer service. Leisure and tourism organisations operate across a huge range of fields including sports centres, theme parks, airports, travel agents, theatres, hotels, recording studios, TV and package tours.

GCSE Leisure and Tourism is a Double Award. It is equivalent to TWO GCSE's. On successful completion of the course a student is awarded TWO grades from A\* - G.

It is not more difficult or easier than other GCSE's but it is different.

## HOW IS IT DIFFERENT?

Teaching and learning styles are different. For much of the time you will work in small groups or individually on coursework in order to produce a portfolio of work. These assignments include reports, producing leaflets and brochures and giving presentations. Many of these tasks involve using ICT and you will learn how to use Word, Powerpoint and the Internet to produce coursework more effectively.

You will be required to do research both in school and outside. Current Leisure and Tourism Department visits include those to Bluewater, Legoland, Madejski Stadium, Windsor and Port Solent, as well as investigations and talks at local facilities such as South Hill Park, Bracknell Sports Centre, Horseshoe Lake Watersports Centre, Esporta Health and Racquets Club, the Look Out and Going Places.



The idea behind the visits is to give you hands-on experience of the industries you are studying.

The course consists of three units of work. Two of the units are assessed through coursework, one unit is assessed by examination. An outline of the course is given below:

## LEISURE AND TOURISM

### Unit 1 : Investigating Leisure and Tourism

This unit will help you understand the important part that leisure and tourism plays in today's society. This will include things such as:

- ◆ how people choose to spend their leisure time
- ◆ the types of jobs available in the industry

- ◆ the availability of different types of leisure activities and facilities
- ◆ types of tourism and holidays
- ◆ where the main UK tourism destinations are
- ◆ how tourism affects tourist destinations

### Unit 2 : Marketing in Leisure and Tourism

This unit involves researching the marketing carried out at two leisure and tourism organisations. You will then produce your own marketing plan and promotional material for a new product or service in an organisation.



### Unit 3 : Investigating Customer Service

In this unit you will learn about the different needs of customers, how to deal with them and how to present yourself appropriately in customer service situations. You will also investigate how customer service is delivered by a well-known leisure and tourism organisation.

### WHAT WILL I BE ABLE TO DO NEXT?

GCSE Leisure and Tourism is equivalent to two GCSE's, so you could use it as part of your entry qualifications for an 'A' Level or other Advanced Level course. If you prefer to look for a job when you are 16, the course will have given you some of the skills that employees find particularly valuable, such as customer service and ICT skills.

S PROBERT  
HEAD OF LEISURE AND TOURISM

