

Circular S/IF/37/18

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To: The Principals of Post-primary Schools and Directors of Further and Higher Education

For circulation to: Heads of Leisure, Travel and Tourism Departments and teachers delivering GCSE Leisure, Travel and Tourism

GCSE Leisure, Travel and Tourism

Fact Files to support the delivery of the revised specification

We are delighted to announce the completion of a series of Fact Files to support the delivery of our GCSE Leisure, Travel and Tourism specification (revised). In total, 20 Fact Files are available providing teachers and learners with a rich resource covering all three units that make up the GCSE Leisure, Travel and Tourism specification.

Each Fact File covers specific learning outcomes from the specification and includes:

- Up-to-date content;
- Illustrations in the form of photographs and diagrams in full colour;
- Links to relevant resources such as web sites; and
- Teaching and learning activities.

Teachers are free to use this material as best suits their specific needs; for example, teachers may decide to use specific sections from selected Fact Files only. Alternatively, teachers may use the material as the basis for the development of bespoke materials suited to the needs of their students.

All Fact Files are available to download from www.ccea.org.uk/leisure_travel_tourism.

The Fact Files are organised by unit as follows:

Unit 1: Understanding the Leisure, Travel and Tourism Industry

- Concepts of leisure, travel and tourism
- Components of the leisure industry
- Components of the travel and tourism industry
- Leisure, travel and tourism organisations
- Factors influencing changes in leisure, travel and tourism. Technology in the leisure, travel and tourism industry
- Types of holidays
- Leisure, travel and tourism destinations

Unit 2: Promoting and Sustaining the Leisure, Travel and Tourism Industry

- Marketing and the marketing mix
- Target marketing and market segmentation
- The 4Ps: product, price, place and promotion including promotional activity
- E-marketing in the leisure, travel and tourism industry
- Organisational objectives
- Market research
- Effects of leisure, travel and tourism development, sustainable tourism and the responsible traveller
- Issues affecting travellers: safety and security, health risks and emergency situations
- Entry and exit requirements

Unit 3: Working in the Leisure, Travel and Tourism Industry

- Customer service in the leisure, travel and tourism industry
- The structure of the leisure, travel and tourism industry
- The recruitment process in the leisure, travel and tourism industry
- Health and safety in the workplace

We would welcome your feedback on the above resources along with any suggestions you may have for further support materials.

If you have any queries regarding the content of this circular please contact:

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