

What is the course about and what are the entry requirements?

This course forms part of the Level 3 academic pathway.

What subjects will I study?

Candidates for Cambridge International AS Level Travel and Tourism study the following topics:

- Features of the travel and tourism
- Principles of customer service in travel and tourism
- Planning and managing a travel and tourism event
- Defining the tourism market
- Implementing the destination brand
- Monitoring the effectiveness of the destination brand
- Organisations involved in destination management, their roles and priorities
- Destination management
- Impacts of tourism development
- The scale and importance of the travel and tourism industry
- How the industry responds to change
- The positive and negative impacts the industry may have on people, environments and economies.

How will I be assessed?

- Paper 1 The industry
- Paper 2 Planning and managing a travel and tourism event this is a coursework project which involves planning and managing a travel and tourism event
- Paper 3 Destination marketing
- Paper 4 Destination management

What are my progression and career options?

Successful completion with satisfactory attendance allows progression to UCM's Higher Education (HE) courses our HE prospectus has the full range of Degrees offered here on the Isle of Man. Alternatively, you could seek employment and explore UCM's part-time prospectus for a relevant qualification in your new career.

Who should I contact?

If you would like more information or an informal chat about this course please contact the Programme Area Secretary on 648203 or email applications@ucm.ac.im