

Gce As Travel And Tourism For Ocr Double Award

GCE AS Travel and Tourism for OCR Double Award: A Comprehensive Guide

Choosing the right A-Level subjects is a crucial decision for students. For those with a passion for travel, tourism, and the global hospitality industry, the OCR Double Award GCE AS Level in Travel and Tourism presents a compelling pathway. This comprehensive guide delves into this specific qualification, exploring its benefits, structure, and how best to approach your studies. We'll cover key aspects, such as **exam techniques**, **coursework requirements**, and the overall **career prospects** this qualification opens up.

Introduction to OCR Double Award Travel and Tourism

The OCR (Oxford Cambridge and RSA Examinations) Double Award GCE AS Level in Travel and Tourism provides a thorough grounding in the diverse aspects of this dynamic industry. Unlike single-subject A-Levels, the double award structure often allows for a broader exploration of topics, granting a more holistic understanding. This particular qualification is particularly popular due to its comprehensive coverage and practical approach, helping

students develop a strong foundation for further study or direct entry into the industry. We'll examine how this qualification differs from other travel and tourism courses and highlight the advantages it offers.

Benefits of Choosing OCR's Double Award in Travel and Tourism

This qualification offers numerous advantages for aspiring travel and tourism professionals. Firstly, the **double award** nature allows for a more extensive exploration of the subject matter. Students gain a wider range of knowledge and skills compared to single-subject A-Levels, making them more versatile graduates. Secondly, the OCR specification is known for its **practical application** emphasis. The course often includes project work, case studies, and potentially even fieldwork, which significantly enhances learning and provides valuable real-world experience. This practical experience is highly valued by universities and employers alike. Finally, successful completion of the OCR Double Award in Travel and Tourism opens doors to a wide range of **career paths**, from tour guiding and event management to airline operations and hospitality management.

Developing Essential Skills

Beyond subject knowledge, the OCR Double Award cultivates crucial transferable skills highly sought after by employers. These include:

- **Research and analysis skills:** Students learn to critically analyze industry data, trends, and case studies.
- **Problem-solving skills:** The course presents various scenarios requiring students to devise solutions to real-world challenges within the travel and tourism sector.
- **Communication skills:** Whether through written reports, presentations, or group discussions, the course fosters

effective communication abilities.

- **Teamwork and collaboration:** Many aspects of the course involve group projects, encouraging teamwork and collaborative learning.
- **Independent learning:** The coursework component demands self-management and the ability to work independently.

These skills are not only valuable for prospective careers in travel and tourism but are also transferable to a wide range of other professions.

Understanding the OCR AS Level Travel and Tourism Structure

The OCR Double Award typically comprises several units, each focusing on specific aspects of the travel and tourism industry. These units often include:

- **Understanding the Travel and Tourism Industry:** This unit provides a broad overview of the industry's structure, key players, and global context.
- **The Customer in Travel and Tourism:** This unit focuses on customer needs, preferences, and the importance of providing excellent customer service.
- **Travel and Tourism Products:** This unit explores the range of products and services offered within the travel and tourism sector, from accommodation to transportation.
- **The Role of Technology in Travel and Tourism:** This unit examines the ever-increasing influence of technology on the industry, including online booking systems and social media marketing.
- **Destinations and Tourism Development:** This unit explores the impact of tourism on various destinations and sustainable tourism practices.

The exact structure and specific unit titles might vary slightly depending on the latest OCR specification, so checking the official OCR website for the most up-to-date information is crucial. A strong understanding of the **syllabus** and **assessment criteria** is vital for success.

Exam Techniques and Coursework Strategies

Success in the OCR Double Award requires a strategic approach to both the exams and the coursework. Effective **exam preparation** involves thorough revision of the syllabus content, practicing past papers, and understanding the marking schemes. For the coursework components, planning is key. Choose a topic that interests you, conduct thorough research, and structure your work clearly and logically. Seeking feedback from teachers and utilizing available resources can significantly improve your performance. Remember to manage your time effectively and meet all deadlines. The coursework element requires **independent research** and the ability to apply theoretical knowledge to real-world situations.

Conclusion: Embarking on Your Journey with OCR Travel and Tourism

The OCR Double Award GCE AS Level in Travel and Tourism offers a stimulating and rewarding pathway for students interested in this vibrant and dynamic industry. By understanding the qualification's structure, mastering essential skills, and employing effective study strategies, students can significantly improve their chances of success. The qualification's practical focus and broad scope provide a solid foundation for a fulfilling career in travel and tourism or further studies in related fields. Embrace the challenge, develop your skills, and embark on your journey to success within

the exciting world of travel and tourism.

Frequently Asked Questions (FAQs)

Q1: What are the entry requirements for the OCR Double Award in Travel and Tourism?

A1: Entry requirements vary depending on the individual school or college. However, typically, five GCSEs at grade 4 or above, including English Language and Maths, are often required. Some institutions may have higher entry requirements.

Q2: What career paths are available after completing this qualification?

A2: The OCR Double Award opens doors to a vast array of career options including tour guide, travel agent, event manager, airline employee, hotel receptionist, and many more within the hospitality and tourism sectors. It also serves as a solid foundation for further education at university.

Q3: How is the course assessed?

A3: Assessment usually involves a combination of written examinations and coursework assignments. The weighting of each component varies according to the specific unit. Consult the OCR specification for detailed information.

Q4: Are there any specific resources available to support my learning?

A4: OCR provides comprehensive resources including specification documents, past papers, examiner reports, and teacher support materials. Your school or college will also provide resources and support. Online resources and textbooks dedicated to travel and tourism are readily available.

Q5: What if I want to progress to university after completing the AS level?

A5: The AS Level serves as a good stepping stone for university courses in travel and tourism management, hospitality, geography, business studies, and other related fields. It demonstrates commitment and foundational knowledge to potential universities.

Q6: Is it necessary to have prior experience in the travel industry to succeed in this course?

A6: No prior experience is required. The course is designed to provide students with the foundational knowledge and skills needed to succeed. However, a genuine interest in the travel and tourism industry is beneficial.

Q7: What is the difference between the OCR Double Award and a single-subject A-Level in Travel and Tourism?

A7: The Double Award typically covers a broader range of topics, providing a more comprehensive understanding of the industry, while a single-subject A-Level might delve deeper into specific areas. The Double Award usually results in two AS qualifications rather than a single A-Level qualification.

Q8: How can I find out more about the latest specification and assessment details?

A8: The most reliable source of information is the official OCR website. Check their A-Level section for the most up-to-date syllabus, assessment criteria, and any related resources.

Navigating the World of GCE AS Travel and Tourism for OCR Double Award

Embarking on the thrilling journey of the GCE AS Travel and Tourism examination for the OCR Double Award can feel like organizing a complex trip. This in-depth guide will equip you with the expertise and methods to not only succeed but to truly comprehend the intricacies of the travel and tourism market. We'll examine the coursework, stress key concepts, and offer effective hints for achieving an outstanding grade.

The OCR Double Award format offers a unique opportunity to broaden your understanding of the travel and tourism field. Unlike a single subject award, this double award allows for a more thorough study of both the theoretical and hands-on aspects of the business. This broader perspective is invaluable for anyone intending a vocation in this ever-changing industry.

Key Components and Their Importance:

The syllabus is arranged around several key themes, each contributing to a complete knowledge of the market. These include:

- **Tourism Destinations:** This chapter examines the attributes of various destinations, considering factors like climate, heritage, and infrastructure. You'll understand how to assess the appeal of a destination and recognize its benefits and weaknesses. Cases include comparing the traveler appeal of a bustling metropolis like London with the serenity of a rural destination in the Cotswolds.
- **The Tourism Industry:** This essential component delves into the structure of the tourism market, exploring the roles and functions of various stakeholders, such as tour organizers, hoteliers, and national agencies. Understanding the connections between these different participants is key to grasping the intricacy of the market.
- **Sustainable Tourism:** This growing important element focuses on the natural and economic impacts of tourism.

You'll explore techniques for promoting sustainable tourism practices, reducing the negative impacts and maximizing the gains for local residents and the environment.

- **Travel and Tourism Marketing:** Successful marketing is critical to the prosperity of any tourism undertaking. This section will cover various promotion techniques, from online marketing to traditional promotion campaigns. You will discover how to analyze the impact of different promotion techniques.

Practical Implementation Strategies:

Success in this GCE AS grade requires more than just rote learning. Efficient study methods include:

- **Active Recall:** Instead of simply studying the information, actively test yourself regularly. Use flashcards, practice questions, and mind diagrams to strengthen your knowledge.
- **Case Studies:** Examine real-world case studies of successful and unsuccessful tourism enterprises. This will help you to implement theoretical ideas to tangible situations.
- **Group Work:** Working in collaborations provides an opportunity to discuss different opinions and learn from your peers.
- **Past Papers:** Solving past papers is vital to comfort with the assessment style and to identify your strengths and disadvantages.

Conclusion:

The GCE AS Travel and Tourism for OCR Double Award offers a stimulating and demanding experience. By understanding the key concepts and utilizing successful study strategies, you can not only succeed but also gain a thorough grasp of this fast-paced market.

This knowledge will be essential whether you pursue a profession in travel and tourism or simply grow a deeper appreciation for the world around you.

Frequently Asked Questions (FAQs):

Q1: What resources are available to help me study for this exam?

A1: OCR provides a thorough specification document, past papers, and mark schemes. Numerous manuals and online resources are also available.

Q2: How much coursework is involved?

A2: The extent of coursework will differ according on the specific components you choose. Check your specification for details.

Q3: Is prior knowledge of travel and tourism necessary?

A3: While prior experience can be helpful, it is not essential. The course is intended to offer a complete introduction to the subject.

Q4: What career paths are open after completing this qualification?

A4: This qualification can open doors to various roles within the tourism sector, including customer assistance, tour leading, marketing, and event organization.

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