



Foreword from the World Tourism Organization (UNWTO)

Education is a strategic priority for the World Tourism Organization (UNWTO). By providing Member States with a well-prepared tourism workforce capable of meeting both current and future market demands, education serves to enhance the competitiveness and sustainability of destinations.

In our pursuit of meaningful change, we are advancing initiatives at every stage of the education journey. The introduction of tourism as a subject in high schools will need visionary and committed leaders. Teachers must have not only a comprehensive understanding of the realities of their respective high school systems, but also an appreciation of what studying tourism can offer students.

Achieving such a significant transformation requires the collective efforts of the entire sector. Through this collaborative endeavour, perceptions and beliefs surrounding tourism will evolve, and education will emerge as a solid foundation for continuous innovation and the flourishing of our sector on a global scale.

Sincerely,

Zurab Pololikashvili
Secretary-General,
World Tourism Organization (UNWTO)

The tourism sector

Tourism has the power to make a significant economic contribution to every destination. Income can be generated thanks to sales of travel and tourism products and services.

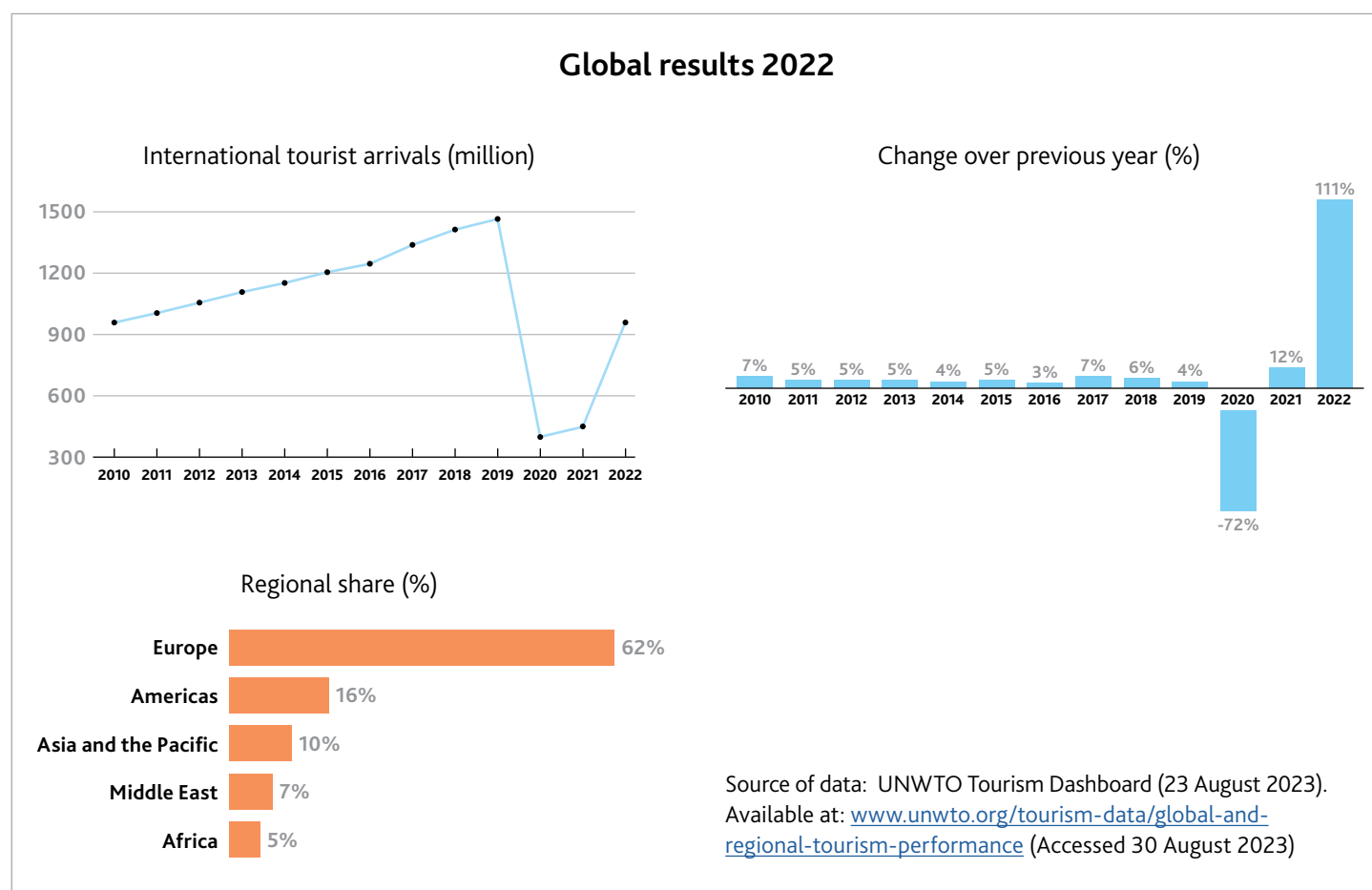
In 2019 the growing tourism sector directly contributed 4% to world GDP, that is US\$ 3.3 trillion in economic output. International tourism receipts reached US\$ 1.5 trillion that year, while export revenues from tourism hit US\$ 1.8 trillion, equivalent to 28% of the world's trade in services. After the unprecedented Covid-19 pandemic, international tourist arrivals dropped 72% in 2020 and tourism receipts fell 59%. However, the tourism sector is now recovering.

- International tourism receipts recovered the US\$ 1 trillion mark in 2022 and reached 64% of pre-pandemic levels.
- International tourist arrivals grew 86% in the first quarter of 2023 and reached 80% of pre-pandemic levels in the same quarter.

The education and development of a resilient and highly qualified tourism workforce is essential to ensuring the tourism sector grows and delivers the long-term economic, sociocultural and environmental benefits it promises.

Educators must be ready to support the new types of tourism businesses, services and professions that will emerge in the coming years, ready to develop the knowledge and skills needed now and in the future.

Planning and investment in tourism education will support initiatives for economic growth, development, sustainability and the protection of destinations and communities.



Cambridge travel and tourism curriculum

The Cambridge travel and tourism curriculum has been designed to help meet the need for skilled and knowledgeable individuals to understand the nature of travel and tourism, globally, nationally and locally.

We offer three qualifications:

- Cambridge IGCSE Travel & Tourism for 14 to 16 year old students
- Cambridge O Level Travel & Tourism for 14 to 16 year old students
- Cambridge International AS & A Level Travel & Tourism for 16 to 19 year old students.

Cambridge IGCSE, Cambridge O Level and Cambridge International AS & A Level Travel & Tourism syllabuses all have a clear focus on the impacts of tourism and how these can be managed to ensure the successful future of the tourism sector. A key focus of our syllabuses is the need for sustainable and responsible tourism, alongside emphasising the importance of the customer.

The topic of Marketing runs through the whole curriculum building up to destination marketing and branding at Cambridge International A Level.

The Cambridge International AS & A Level Travel & Tourism includes a coursework project, designed to give students real life experience of organising and running a tourism event with real customers. The coursework project gives students the opportunity to develop transferable skills such as communication and problem-solving all with a customer focus so important in the industry.

Travel and tourism is a dynamic subject and Cambridge International Travel & Tourism qualifications help equip students to cope with the change that brings. Developing



students' analytical skills enables them to assess and interpret a situation using the information available at the time and gives them the tools to be flexible and ready to make a difference.

Engaging students is essential to a successful programme and students find the insights into their own world and other peoples through real-life experiences enjoyable and interesting. Studying travel and tourism helps students become aware of what the planet has to offer and what we must do to protect resources for the future. Considering the impact of travel and tourism on other cultures and the environment helps develop students' ethical understanding.

Cambridge International AS & A Level Travel & Tourism provides learners with communication, planning and business skills as well as problem-solving competencies – all of which are invaluable to those who wish to work in the travel and tourism industries.

Prof. Marcus L, Stephenson, Dean – School of Hospitality and Service Management

Textbooks and resources

Resources are available on our School Support Hub to help Cambridge schools and teachers deliver the curriculum. This includes:

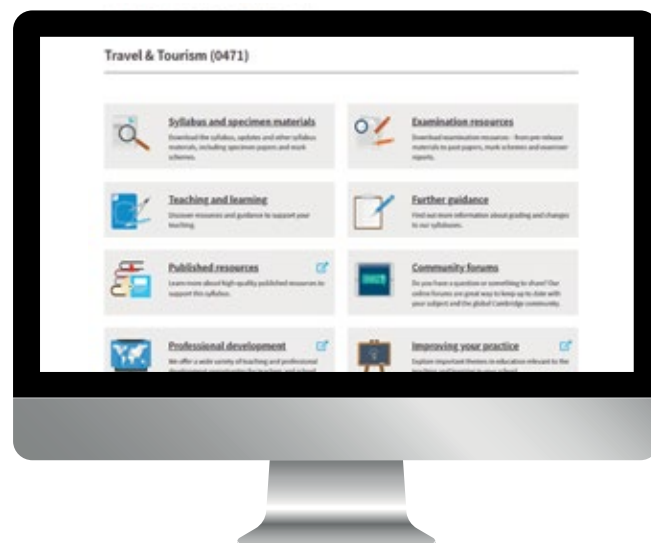
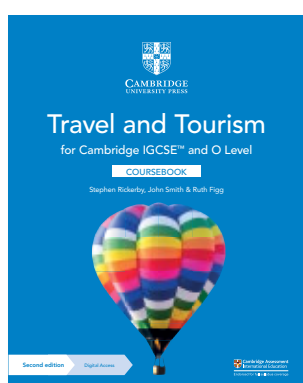
- Schemes of work
- Specimen answers
- Coursework Handbook
- Teaching tools to support classroom activities
- Online discussion forum for Cambridge International Travel & Tourism teachers.

Cambridge also publish resources for:

Cambridge IGCSE and Cambridge O Level

The coursebooks (digital coursebook and coursebook with digital access) encourage communication aligned with the sustainability theme and highlight the importance of marketing and the customer, including responsible tourism and ecotourism.

The textbooks include different features such as activities and contemporary case studies, accompanied by analytical questions and “travel and tourism in context”, where students explore topics in a real-world context. The series also includes group work and project work, such as student-led presentations that encourage active learning and support the development of critical thinking skills.



Cambridge International AS & A Level

The coursebooks (digital coursebook and coursebook with digital access) focus on understanding the recent changes in the travel and tourism industry, such as the increased emphasis on sustainability, responsible tourism and ecotourism. It encourages students to research key issues and build an understanding of the possible impacts of those issues on the industry.

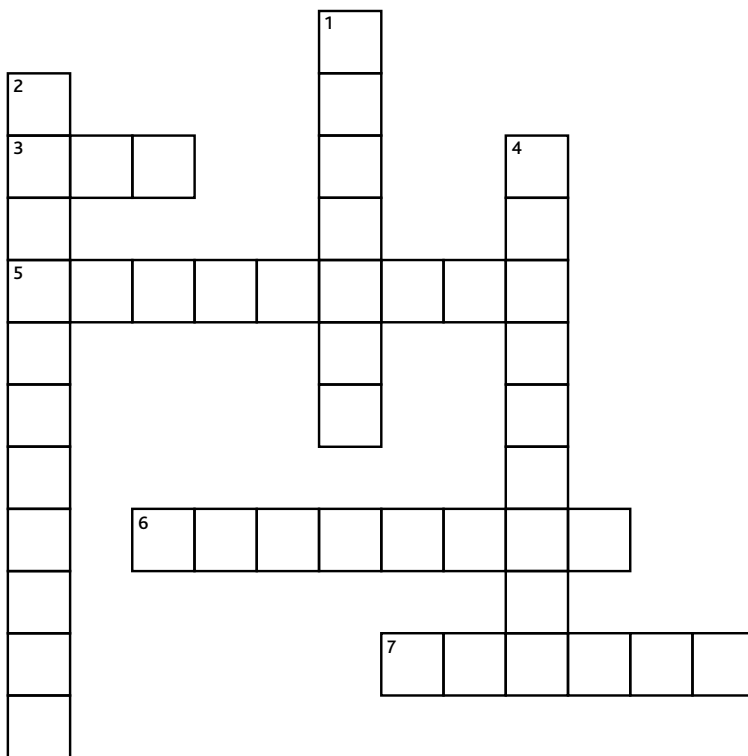
The coursebook includes activities and questions aimed at developing these technical and practical skills. Students explore modern tourism through varied activities and contemporary case studies, covering topics such as conservation and sustainability in the Galapagos Islands.



Trivia

Crossword

- 1: Name of the highest mountain in the world.
- 2: Smallest country in the world.
- 3: Mode of transport used by most tourists to arrive in Nepal.
- 4: The name of this country means 'land of many trees'.
- 5: This country has over 700 different languages and dialects.
- 6: This city has the highest number of hotel rooms in the world with over 150,000 hotel rooms.
- 7: Consistently the most popular tourist destination in the world.



Trivia answers: 1. Everest, 2. Vatican City, 3. Air, 4. Guatemala, 5. Indonesia, 6. Las Vegas, 7. France.

Where in the world?

Guess the destinations from the descriptions.

Destination 1

- There are only 21 letters in this country's standard alphabet as it doesn't have the letters J, K, W, X or Y.
- This country has hosted the Olympic Games three times.
- No other country in Europe has as many volcanoes as this country.

Destination 2

- This country has a royal family
- There are over 100,000 archaeological sites in this country
- Mansaf is this country's national dish
- This country borders the Dead Sea.

Destination 3

- There are over 500,000 species of wildlife in this country of which 900 of them are birds.
- There are over 200 volcanic formations.
- The capital city is San Jose
- The population of this country is 5 million.

Some facts

- January 2024 will see the arrival of the largest cruise ship in the world – the 'Icon of the Seas' – a Royal Caribbean ship that will hold 5,610 passengers and 2,350 crew. It will have the world's largest waterpark at sea. Named Category 6, it will feature six water slides.
- The longest flight in the world was a test flight on a Qantas Boeing 787-9 Dreamliner. The journey was from New York, USA to Sydney, Australia and took just over 19 hours.

Where in the world answers: 1. Italy 2. Jordan 3. Costa Rica



Cambridge Assessment International Education

Historically, travel has been associated with vacations and leisure, and although important, they are only part of the travel experience. Travel is also about enrichment, global learning, and discovering new cultures and possibilities. It is one of the fastest-growing sectors in the world and at the heart of the global economy.

At Cambridge, we pride ourselves on building a global community of schools, learners, and teachers, with connectivity and inclusivity at the forefront. Those values are reflected in our programmes and qualifications.

We offer three qualifications in Travel & Tourism, designed to meet the needs of learners interested in this subject. The Cambridge IGCSE and O Level Travel & Tourism qualifications provide learners with an understanding of the global, national, and local aspects of the sector. The programmes prepare learners to build the skills they need to progress successfully in the world of work, which is key to our purpose.

Our Cambridge International AS & A Level qualifications go a step further, by emphasising the value of a sustainable approach in travel and tourism and building confidence in our learners to understand the possibilities and impact they have on communities, economies, and the environment.

These qualifications are a stepping stone, an essential link between our learners and the wider world. Never has the importance of staying connected to the rest of the world been more apparent than today, and we believe in the power of our globally recognised qualifications in developing learners who create a more diverse and sustainable future.

On behalf of Cambridge Assessment International Education, we would like to say thank you to the United Nations World Tourism Organisation (UNWTO) for this partnership to accelerate learning, to develop learners who are ready to explore the world and make a difference in global, national, and local contexts.

Rod Smith, Group Managing Director
International Education at Cambridge University Press & Assessment

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Prof. Marcus L, Stephenson, Dean – School of Hospitality and Service Management



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