

Shan-Phill Training Course Information

Tourism

Overview

Tourism is the biggest employer in the region. People with quality education and training will improve, enhance and ensure the economic viability and sustainability of Caribbean tourism. Significant opportunities exist in tourism for governments, communities, private sector organisations, non-governmental organisations, and young entrepreneurs to participate and collaborate for national development.

Persons pursuing this subject will benefit from exposure to the concepts and principles of tourism and their practical application to the business environment. This area of study will also equip students to think logically and critically, as well as enhance their human relations skills.

Reference: <https://www.cxc.org/subject/tourism-cape>

The Tourism Syllabus consists of two Units comprising three Modules each.

Unit 1: Tourism Concepts

Module 1 - Concepts and Issues

Module 2 - Linkages with Key Sectors

Module 3 - Sustainable Tourism

Unit 2: Tourism Product Development and Marketing

Module 1 - Product Development

Module 2 - Marketing

Module 3 – Entrepreneurship

UNIT 1 ONLY, will be offered for the said period September 2022 to May 2022.

Students will be assessed on UNIT 1 only during the exam period May/June 2023.

Unit one will be taught as follows:

Unit 1: Tourism Concepts

Module 1 - Concepts and Issues – Semester 1 (September to December)

Module 2 - Linkages with Key Sectors – Semester 1 (September to December)

Module 3 - Sustainable Tourism – Semester 2 (January to May)

Revision for exams -Past papers – Semester 2 (January to May)

Resources

✓Laptop/Desktop Computer with good quality internet, a camera, and a microphone

✓Textbooks

TOURISM: Unit 1

The fundamentals of Caribbean Tourism: The Ultimate CAPE Tourism Reader (by: Jody Titus-Maxwell) *Can be purchased on Amazon*

This book addresses all the major themes of unit one CAPE Tourism