

WJEC Level 3 Applied Diploma in Tourism



Examination Board: WJEC

Contact Teacher: Mr Smith

Course Details and Assessment

Are you a people person? Are you fascinated by the tourism industry? Do you like to experience new cultures? Travel and tourism is a rapidly changing industry that requires employees with an enthusiastic approach to people. The industry is about working hard and playing hard, with good incentives.

This is a two year course for students who have the enthusiasm to work with people from all walks of life and possibly get the chance to travel as part of your job. Whether you would like to go straight to work within the industry or progress to higher education, this course can prepare you for both.

Content

There are four mandatory units:

1. The UK Tourism Product
2. Worldwide Tourism Destinations
3. The Dynamic Tourism Industry
4. Event and Itinerary Planning

The course is assessed in the following way:

Assessment

Unit 1 The UK Tourism Product

The aim of this unit is for learners to:

- Understand what the United Kingdom offers to inbound and domestic tourists
- Appreciate the range of employment opportunities available in the tourism industry.

This unit is externally assessed (examination).

Duration: 1 hour 30 minutes

Number of marks: 75

Unit 2 Worldwide Tourism Destinations

The aim of this unit for learners to understand that:

- All tourism destinations have a range of attractions and facilities
- Destinations acquire an image and reputation that affects the types of tourists to whom they appeal.

This unit is internally assessed and externally moderated. All assessments must be

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| <p>Unit 3 The Dynamic Tourism Industry</p> | <p>conducted under controlled assessment conditions.</p> <p>The aim of this unit is for learners to understand that:</p> <ul style="list-style-type: none"> • Tourism is an ever-changing industry which has to adapt quickly to external pressures and changes in society at the national and global scale <p>This unit is externally assessed. Duration: 1 hour 30 minutes Number of marks: 75</p> |
| <p>Unit 4 Event and Itinerary Planning</p> | <p>The aim of this unit is for the learner to:</p> <ul style="list-style-type: none"> • Understand the process of event management and the nature of tour itineraries within the UK. <p>This unit is internally assessed and externally moderated. All assessments must be conducted under controlled assessment conditions.</p> |

| Career/Higher Education | Entry Requirements |
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| <p>The course prepares you either to work within the industry or to progress to higher education. The travel and tourism industry is worldwide and can offer excellent opportunities for travel and work across the globe. It is a wide and diverse industry and employment routes include a range of career opportunities with leading European airlines; including Flybe, Thomas Cook, Virgin and British Airways, and a range of job roles in the travel and tourism industries, including work in hotels and conferences, travel agencies, visitor attractions and holiday parks.</p> | <p>Grade 4 or above in English Language. Grade 4 or above in a Humanities subject. Grade 4 or above in Maths.</p> |

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did so. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.” **Mark Twain**