



Maths & Computing

Course Details		<b>TOURISM</b>
Exam Board	WJEC/EDUQAS	
Syllabus title	WJEC Level 3 Applied Diploma in Tourism	
Course Code	603/0826/6	
Course Content	<ul style="list-style-type: none"> <li>• The United Kingdom – different types of destinations, the sectors of the tourism industry, marketing principles, employment opportunities, management of UK tourism destinations</li> <li>• Worldwide tourism Destinations – The controlled assessment looks at the motivation to travel, work on a long and short haul destination including the types of transport within destinations, how accessibility has increased and improved etc and planning marketing campaigns for a specific destination</li> <li>• The Dynamic Tourism industry – External pressures, changing fashions, transport and ICT development, Environmental awareness and how it can affect tourism, understand current issues facing the industry</li> <li>• Event and itinerary planning – You will organize an event and assess the business planning elements of the trip, you will understand the role and characteristics of tour operators and analyse different tour itineraries and how they meet the need of different tourists. You will then use the information you have gained to plan and present your own UK tour itinerary</li> </ul>	
Assessment and weighting	<p>2 internally assessed controlled assignment-based units throughout the course – 1 in the first year and 1 in the second year</p> <p>2 externally assessed unit . 1 taken at the end of the first year and the other taken at the end of the 2<sup>nd</sup> year. Both examinations are 1 hour and 30 minutes long and are worth 75 marks</p>	
Trips/visits	<ul style="list-style-type: none"> <li>• Trips to local attractions</li> <li>• Visits by Destination management Officers</li> <li>• Opportunity to organize a trip as part of the course</li> </ul>	
Future opportunities/ career	<ul style="list-style-type: none"> <li>• Working in a travel agent/tour operator</li> <li>• Working a ski season abroad/as part of a gap year.</li> <li>• Working in the hospitality and catering industry eg events management, hotel receptionist, etc</li> <li>• Sustainable tourism representative</li> <li>• Working in the airline industry eg baggage handler, check-in agent, cabin crew</li> </ul>	



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Person Specification	
	<b>Required</b>
Qualifications/ School record	<ul style="list-style-type: none"><li>• 4 or above in GCSE Maths and English</li><li>• 95% attendance in year 11</li><li>• Positive feedback from year 10 work experience if applicable</li><li>• A good work ethos in relation to coursework subjects</li></ul>
Attitude/Qualities	<ul style="list-style-type: none"><li>• Hard working</li><li>• Reliable</li><li>• Positive/Enthusiastic</li><li>• Willing to develop independence.</li><li>• Understanding of the World</li></ul>
Skills	<ul style="list-style-type: none"><li>• Team worker</li><li>• Independent</li><li>• Organised</li><li>• High standard of written communication.</li></ul>
Experience	<ul style="list-style-type: none"><li>• N/A</li></ul>
	<b>Desirable:</b>
Qualifications/ School record	<ul style="list-style-type: none"><li>• Level 2p or above in BTEC Travel and Tourism</li><li>• 4 or above in English</li></ul>
Skills	<ul style="list-style-type: none"><li>• Sociable</li><li>• Able to interact with adults and outside agencies</li></ul>
Experience	<ul style="list-style-type: none"><li>• Work experience within the tourism industry</li><li>• Voluntary or paid part-time work within the tourism industry</li></ul>