

# Level 3 Travel & Tourism



Exam Board: WJEC/Eduquas Level 3

This qualification provides students with the underpinning knowledge, understanding and skills associated with tourism organisations and activities. It will provide a broad basis for further or higher education or for moving into employment.

The diploma in tourism enables students to gain essential employability skills that are valued by employers and further and higher education, including:

- Literacy and numeracy
- Digital literacy
- Critical thinking & problem solving
- Planning and organising
- Creativity and innovation
- Personal effectiveness

## Course overview:

### WJEC Level 3 Diploma in Tourism (two years)

- The United Kingdom Tourism Product - To obtain an understanding of what the UK offers inbound and domestic tourists and how the product has developed in recent years. 25%
- Worldwide Tourism Destinations - To understand the factors that affect choice of tourism destinations. 25%
- The Dynamic Tourism Industry – To understand that tourism is an ever changing industry which has to change over time to meet customer needs. 25%
- Event and Itinerary Planning – To demonstrate knowledge of tourism when planning services to meet customer needs. 25%

### What will you study?

- The types of tourists and UK tourism destinations
- Tourism employment options within the UK industry
- The motivation for travel and the range and appeal of worldwide tourism destinations
- Marketing campaigns for tourism destinations
- The of external pressures and changing customer needs and expectations
- Developments in transport and technology within the global tourism industry
- Environmental awareness and current issues affecting the global tourism industry
- The planning of tourism events and the development of itineraries for UK tours
- The nature of UK inbound and domestic tourism



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## Assessment:

Year 1:

Paper 1 (exam) – The United Kingdom Tourism Product.

1 hour 30 minutes.

75 marks.

Paper 2 (Controlled Assessment) – Worldwide Tourism Destinations.

11 hours.

100 marks.

Year 2:

Paper 3 (exam) – The Dynamic Tourism Industry.

1 hour 30 minutes.

75 marks.

Paper 4 (Controlled Assessment)

– Event and Itinerary Planning.

11 hours.

100 marks.

## Entry requirements:

Five grade 9-4 GCSEs

## Other course information:

Students will need to purchase a textbook; approximately £15.

## Who is the course for?

- Students who are interested in learning about tourism both around the world and in the UK.
- Students who wish to progress into a career directly or indirectly linked with tourism.
- Students who like both exams and coursework as the course is split into two exams and two coursework modules.

## Career pathways

The Travel and Tourism industry offers a vast range of jobs, taking you to all corners of the globe. This course will give you an opportunity to identify where your passion lies, with an aim to prepare you for a career in the travel industry or as a member of cabin crew.

*"Travel and Tourism is an interesting subject that brings the hospitality industry to life and makes it practical and relevant."*



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