

# Tourism Course Information

Title of Course	TOURISM
Exam Board	WJEC
Syllabus title	<b>APPLIED DIPLOMA IN TOURISM</b>
Course Code	
Course Content	<p>The applied Diploma in Tourism is assessed using a combination of internally assessed controlled assessments and an external examination</p> <p><u>The following units will be externally assessed:-</u>            Unit 1 – The United Kingdom Tourism Product            Unit 3 – The Dynamics of Tourism</p> <p>This will include a 90 minute examination. There are short and extended answer questions.</p> <p><u>Unit 1 – The United Kingdom Tourism Product – To include:-</u></p> <ul style="list-style-type: none"> <li>• Types of tourist classification</li> <li>• The appeal of UK as a tourism destination</li> <li>• To know the sectors of the UK tourism industry</li> <li>• Types of UK tourism destinations</li> <li>• Marketing and employment opportunities within the UK tourism industry</li> <li>• Factors which could affect the impact on the future development of UK tourism destinations.</li> </ul> <p><u>Unit 3 – The Dynamics of Tourism– To include:-</u></p> <ul style="list-style-type: none"> <li>• External pressures on the tourism industry</li> <li>• How the tourism industry meets changing needs, fashions and expectations</li> <li>• Development in transport technology</li> <li>• How the tourism industry has responded to climate change</li> <li>• The issues facing the global tourism industry</li> </ul> <p>Unit 2 – Worldwide tourism destinations – draws on the knowledge of the appeal and marketing of destinations from Unit 1            Unit 4 – Planning tourism services – draws on the knowledge of managing from the inots 1,2 and 3</p>
Assessment and weighting	Pupils will be expected to complete formal assessments each half term, including pre-lim’s in January and March.
Trips/visits	Trips will be an essential part of this course so pupils can use this to help them understand the different types of destinations and why they may appeal to tourists. Specific details of trip locations will be given nearer the time.
Future opportunities/ careers	This course provides a suitable foundation for the study of Travel and Tourism or a related area through a range of higher education courses eg Tourism Management, progression into the next level of vocational qualifications, an apprenticeship at Travel agents such as Thomas Cook or directly into employment within the industry.

# Tourism Person Specification

	<b>Essential:</b>
Qualifications/ School record	<ul style="list-style-type: none"> <li>• At least 5 GCSE's A-C – At least a C grade in English is preferable</li> <li>• 95% attendance in year 11</li> <li>• Good attitude to learning at KS4</li> </ul>
Attitude/Qualities	<ul style="list-style-type: none"> <li>• Hard working</li> <li>• Independent</li> <li>• An interest in the world we live in</li> <li>• Able to meet deadlines</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Team worker</li> <li>• Organised</li> <li>• Sound researching skills</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Have been on a holiday/day trip to a destination in the UK/Europe or Long haul.</li> </ul>
	<b>Desirable:</b>
Qualifications/ School record	<ul style="list-style-type: none"> <li>• C or above in English</li> <li>• C or above in Leisure and Tourism GCSE/BTEC</li> <li>• C or above in Geography GCSE</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Confident leader and group worker</li> <li>• Ability to research and draw out the necessary information</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Work/work experience at an establishment within the industry eg Hotel, Restaurant, Travel Agents, Bourne Leisure.</li> </ul>