



WJEC Level 1/2 Certificate in Tourism

STATEMENT OF PURPOSE

Tourism operates in many different contexts, from local bed and breakfasts, to national parks, from large multinational companies to small specialist transport operators and includes the private, public and voluntary sectors.

The WJEC Level 1/2 Certificate in Tourism is designed to mainly support learners in schools and colleges who want to learn about tourism and may be interested in pursuing a career in this sector. Successful completion of the qualification could lead to learners starting a career in a junior role in a tourism organisation such as a trainee tourist guide or conservation assistant or an apprentice such as a Visitor Services Assistant. Alternatively, learners would be able to seek a more senior role such as a Museum Curator, Marketing and Brand Manager or Events Co-ordinator, if they have studied tourism and related subjects at a higher level.

This qualification, together with other relevant qualifications at Level 2 such as GCSE English and Maths, could provide progression to vocational qualifications at Level 3 related to Travel and Tourism, Tourist Guiding, Business and Environmental Conservation. Learners could also progress to GCE qualifications such as Business, Travel and Tourism, Geography and Sociology.

There are no formal entry requirements for this qualification. It is likely to be studied by 14-16 year olds in schools alongside GCSEs or in college by 16-19 year olds as part of a programme of study or learning programme.

Qualification structure:

WJEC Level 1/2 Certificate in Tourism				
Unit number	Unit title		Assessment	GLH
1	Customer experience	Mandatory	Internal	30
2	The business of tourism	Mandatory	External	30
3	Developing UK tourist Destinations	Mandatory	Internal	60
4	European tourism destination	Mandatory	External	30
5	Events tourism	Mandatory	Internal	30
6	Promotional activities for tourism organisations	Optional	Internal	60
7	Sustainable tourism	Optional	Internal	60

Learners must complete all mandatory units and ONE optional unit.

This structure has been designed to develop in learners the understanding and skills related to a range of different types of tourism and tourism organisations. Each unit has been designed so that knowledge, skills and understanding is developed through tasks that have many of the characteristics of real work in tourism. Each unit has an applied purpose which

acts as a focus for the learning in the unit. This approach is called applied learning. This approach enables learners to learn in such a way that they develop:

- skills required for independent learning and development
- a range of generic and transferable skills
- the ability to solve problems
- the skills of project based research, development and presentation
- the fundamental ability to work alongside other professionals, in a professional environment.

The qualification has been devised around the concept of a 'plan, do, review' approach to learning where learners are introduced to a context for learning, review previous learning to plan activities, carry out activities and review outcomes and learning. This approach mirrors many work related activities in tourism and also provides for learning in a range of contexts. As such, the qualification provides learners with a broad appreciation of work in tourism and wider opportunities for progression into further education, employment or training.

In addition to the WJEC Level 1/2 Certificate in Tourism, there is also the WJEC Level 1/2 Award in Tourism. This is a smaller qualification, designed to be delivered in schools to 14-16 year olds alongside GCSEs. It has similar characteristics to the WJEC Level 1/2 Certificate, including some of the same units.

WJEC Level 1/2 Award in Tourism				
Unit number	Unit title		Assessment	GLH
1	Customer experience	Mandatory	Internal	30
2	The business of tourism	Mandatory	External	30
3	Developing UK tourist Destinations	Mandatory	Internal	60

The purpose of the WJEC Level 1/2 Award, however, is not to support progression directly to employment, but to provide learners with a broad introduction to tourism and the types of career opportunities available.