

Statement of Purpose

Proposed WJEC Level 3 Tourism qualifications

Overview

The proposed WJEC level 3 qualifications in Tourism for England and Wales will be designed to provide learners with the underpinning knowledge, understanding and skills associated with tourism organisations and activities. The qualifications will provide a broad basis for further or higher education or for moving into employment.

Although there are no formal entry requirements, the qualifications support progression from GCSE subjects such as Leisure and Tourism or the WJEC Level 1/2 Award/Certificate in Tourism. The qualifications will be designed to be delivered over one or two years and are likely to be studied in schools and colleges alongside GCE A Levels and other Level 3 vocational qualifications.

Proposed qualifications structure and content

It is proposed that the WJEC Level 3 qualifications in Tourism will consist of a Certificate in Tourism (180 GLH) and a Diploma in Tourism (360 GLH: two Certificate units plus two further units).

WJEC level 3 Certificate in Tourism (180 GLH)		
Unit number	Unit title	Assessment method
1	The United Kingdom Tourism Product	External
2	Worldwide Tourism Destinations	Internal

WJEC level 3 Diploma in Tourism (360 GLH)		
Unit number	Unit title	Assessment method
1	The United Kingdom Tourism Product	External
2	Worldwide Tourism Destinations	Internal
3	The Dynamics of Tourism	External
4	Planning Tourism Services	Internal

Proposed units

Unit 1: The United Kingdom Tourism Product

Purpose – to obtain an understanding of what the UK offers inbound and domestic tourists and how the product has developed in recent years.

- development of UK tourism
- UK tourism geography
- sectors of the tourism industry
- countryside, city, coastal and cultural destinations
- marketing the UK tourism product – nationally and globally
- customer demographics
- destination management
- transport infrastructure and planning
- personnel within tourism

External assessment: written examination.

Unit 2: Worldwide Tourism Destinations

Purpose – to understand the factors that affect choice of tourism destinations.

- types of destinations
- long-haul and short-haul destinations
- climate
- cruise, sport/activity holidays, special interest, all inclusive
- established destinations
- up-and-coming destinations
- customer appeal
- threats and challenges on future viability
- opportunities for further development
- sustaining the destination
- motivation for travel

Internal assessment.

Unit 3: The Dynamics of Tourism

Purpose – to understand that tourism is an ever-changing industry which has to change over time to meet customer needs.

- types of tourists
- external pressures – economic, political and cultural
- environmental pressures – sudden events, climate change, limiting number of visitors
- the impact of technology
- customer trends
- changes in customer tastes
- threats and challenges on future viability
- ensuring the security of tourists

External assessment: written examination.

Unit 4: Planning Tourism Services

Purpose – to demonstrate knowledge of tourism when planning services to meet customers' needs.

- planning and costing services (business, leisure and events)
- the appeal of destinations
- products and services of attractions
- ancillary Services
- accommodation
- transport
- facilities
- providing products to a range of customers
- providing information to a range of customers
- selection and handling of data

Internal assessment.

Learning experience

The proposed WJEC Level 3 Certificate and Diploma in Tourism are designed to enable learners to gain knowledge, understanding and skills required for independent learning and development. These include:

- a range of generic and transferable skills
- the ability to solve problems
- the skills of project-based research, development and presentation
- the ability to apply learning in tourism-related contexts

Assessment

The proposed WJEC Level 3 qualifications are assessed either through examinations or internally assessed controlled assessments.

Grading

The proposed WJEC Level 3 qualifications will be graded A to E for the Certificate and A* to E for the Diploma.

Progression

The proposed WJEC Level 3 Tourism qualifications should prompt research, investigation and consideration of many aspects of tourism which should promote an understanding of the career opportunities available. The qualifications will be designed to support access to higher education undergraduate degree courses such as:

- Tourism Management
- Marketing
- Business
- International Tourism
- Event Management

The qualifications will also enable learners to gain the required understanding and skills to be able to consider employment within a wide spectrum of organisations.