

Purpose Statement

WJEC Level 3 Applied Diploma in Tourism (C00/1177/2; 603/0826/6)

Overview

Who is the qualification for?

This qualification is for learners aged 16-19 who wish to develop knowledge and understanding and practical application skills in tourism.

What does the qualification cover?

The WJEC Level 3 Applied Diploma in Tourism is an applied general qualification for Post 16 learners who aim to progress to Higher Education and ultimately employment.

Although there are no formal entry requirements, the qualification supports progression from KS4 subjects such as GCSE Leisure and Tourism or WJEC Level 1/Level 2 Award in Tourism which are likely to be attained alongside a range of other achievements at Level 2. The qualification has been designed to be delivered alongside GCE A Levels and other Level 3 vocational qualifications.

The qualification structure and content

The WJEC Level 3 Applied Diploma in Tourism qualification will offer the following combination of units:

Unit Number	Unit Title	Assessment	Mandatory/Optional	GLH
1	The United Kingdom Tourism Product	External	Mandatory	90
2*	Worldwide Tourism Destinations	Internal	Mandatory	90
3	The Dynamic Tourism Industry	External	Mandatory	90
4*	Event and Itinerary Planning	Internal	Mandatory	90

**Synoptic units that draws on skills and knowledge developed in the other units.*

Unit 1: The United Kingdom Tourism Product - External assessment: written examination

The aim of the unit is for learners to obtain an understanding of what the UK offers inbound and domestic tourists and to appreciate employment opportunities available in the tourism industry, these include:

- development of UK tourism
- types of tourist
- appeal of countryside, city, coastal and cultural destinations
- sectors of the UK tourism industry
- marketing the UK tourism product – nationally and globally
- customer demographics

- personnel and employment opportunities within tourism
- managing UK tourism destinations

Unit 2: Worldwide Tourism Destinations - Internal assessment

The aim of the unit is for learners to understand the factors that affect the appeal of tourism destinations, these include:

- types of destinations and motivation to travel
- long-haul and short-haul destinations
- appeal of long-haul tourism destinations
- changes in the accessibility of short-haul tourism destinations
- climate
- transport methods
- customer appeal
- plan marketing campaigns
- design marketing materials

Unit 3: The Dynamic Tourism Industry - External assessment: written examination

The aim of the unit is for learners to understand that tourism is an ever-changing industry which has to adapt quickly to external pressures and changes in society at a national and global scale, these include:

- 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
- strategies to manage attractions and destinations
- issues facing the global tourism industry

Unit 4: Event and Itinerary Planning - Internal assessment

The aim of the unit is for learners to understand the process of event management and the nature of tour itineraries within the UK, these include:

- planning and evaluating events
- types of inbound and domestic tour operators
- characteristics of the UK inbound and domestic tourism markets
- data analysis
- providing products to a range of customers
- presenting
- managing tour itineraries

The WJEC Level 3 Applied Diploma in Tourism is designed for learners to gain the knowledge, understanding and skills required for independent learning and development, these include:

- creativity and innovation
- problem solving, planning and organising
- critical thinking, analysis and evaluation
- independence, teamwork and professionalism

These generic and transferable skills will be developed through application in tourism contexts.

Assessment

The WJEC Level 3 Applied Diploma in Tourism qualification is assessed through a combination of two written examinations, set and marked by WJEC and two centre-marked assignments, moderated by WJEC.

What could this qualification lead to?

The qualification will prompt research, investigation and consideration of many aspects of tourism which should promote an understanding of the career opportunities available. The qualification has been designed to support access to Higher Education undergraduate degree courses such as:

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

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

The WJEC Level 3 Applied Diploma in Tourism is equivalent to 1 GCE A Level and allows candidates to learn about the tourism sector in depth whilst still being able to study other Level 3 qualifications. The suite also includes the WJEC Level 3 Applied Certificate in Tourism which is equivalent to 0.5 of a GCE A Level and is ideal as an introduction to the sector.

Who supports the qualification?

Support for this qualification has been given from the following Higher Education Institutions in England and Wales:

Please click below to view supporting letters.

Further and Higher Education:

[Cardiff Metropolitan University](#)

[University of Gloucestershire](#)

[University of Wales Trinity Saint David](#)