Level 3 Tourism

Research and Reference Resources

These resources can be used in addition to the teachers' guide produced by the WJEC.

The table below contains links to a range of sources of information which may be relevant in the delivery of each of the ACs for Unit 1. In general, the information relates to data and reports published freely on the internet, predominantly from public and private sector organisations and NGOs.

Some of the sources may be somewhat detailed and technical but relevant sections might be used as a teaching resource.

Some ACs are better covered than others, and it is sometimes the case that the information contained in the resource may have relevance for more than one AC.

The materials were all identified with 'live' links in September 2018 when the table was compiled. The WJEC has no control over when the materials might be removed.

Unit 1

AC 1.1	A good SlideShare presentation of 15 types of tourist. Clear explanation of motivation for travel.
Describe the ways in which types of tourist can be classified	https://www.slideshare.net/1stborn31/types-of-tourist
	Colourful images and brief explanations of 8 types of tourist.
	http://passionconnect.in/articleview/articleid/Different-Types-Of-Tourists-Throughout-The-World
	An explanation of 5 types of tourist.
	https://travellingmysteryguest.wordpress.com/2017/02/24/different-types-of-tourists/
	9 types of tourist, including some alternative suggestions.
	https://www.tourismvictoria.com/blog/9-different-types-travellers
	Extract of types of tourist
	https://study.com/academy/lesson/tourism-characteristics-types.html
	Fun presentation of 10 types of tourist. Characterises types of tourist.
	https://www.locomole.com/stories/10-different-types-tourists-one/

AC 1.2 Explain the appeal of the UK as a tourism destination	General introduction to what England offers. https://www.visitengland.com/uk-united-kingdom
	General introduction to what Wales offers. http://www.visitwales.com/
	General introduction to what Northern Ireland offers. https://discovernorthernireland.com/
	Top 10 English tourist attractions. https://www.visitbritainshop.com/world/articles/top-10-english-tourist-destinations/
	10 of the UK's 'Natural Wonders'. https://www.visitbritain.com/gb/en/britains-natural-wonders
	The 15 National Parks within the UK. http://www.nationalparks.gov.uk/
	Areas of Outstanding Natural Beauty in the UK. http://www.landscapesforlife.org.uk/about-aonbs/visit-aonbs/
	Association of Leading Visitor Attractions in the UK. Includes visitor figures and trends. http://www.alva.org.uk/
	A good overview of transport methods and facilities in the UK. http://projectbritain.com/transport.html

	An overview of transport methods and facilities in the UK. https://study-uk.britishcouncil.org/planning/travel-transport
	A detailed overview of transport methods and facilities in the UK. https://en.wikipedia.org/wiki/Transport_in_the_United_Kingdom
	Examples of major conference and exhibition centres in England. https://www.visitengland.com/conventions/things-to-do/large-conferences-and-exhibitions
	Meeting and conference centres in Cardiff. http://www.conferences-uk.org.uk/cardiff-conference-venues

AC 2.1 Describe sectors of the UK tourism industry	A general overview of the structure of tourism in the UK. Some detailed work on public sector organisations. https://www.visitbritain.org/structure-tourism-britain
	A view from Canada but still relevant. http://www.tc.gov.yk.ca/isu_sectors.html
	A general overview of different sectors. http://www.markedbyteachers.com/as-and-a-level/geography/the-uk-travel-and-tourism-industry.html
	A SlideShare presentation of the UK's tourism industry. Useful introduction. https://www.slideshare.net/farehamtravelandtourism/intro-to-travel-and-tourism-industry
	Examples of different award winning tour operators. https://www.telegraph.co.uk/travel/advice/telegraph-travel-awards-2017-best-tour-operators/
	A view on the role of travel agents and links with tour operators and guiding services. https://www.rezdy.com/blog/6-types-agents-tour-operators-know/
	A description of travel agents. https://study.com/academy/lesson/the-role-of-tour-operators-travel-agents.html
	A clear explanation of the role of tour operators and travel agents. https://tenontours.com/the-difference-between-tour-operators-and-travel-agents/

Briefly explains the role of TICs.
https://www.visitengland.com/plan-your-visit/tourist-information-centres

An article explaining how TICs can help local businesses.
https://www.visitengland.com/sites/default/files/downloads/centres_of_excellence_tic_0.pdf

The Institute of Tourist Guiding.
https://www.itg.org.uk/about/mission-statement/

Examples of NGOs. UK examples include Blue Ventures and Travel Foundation.
https://sustainabletourism.net/case-studies/companies-and-organizations/ngos/

VisitBritain can be classified as an NGO.
https://www.visitbritain.org/overview

London and Partners promotes London to the world and guides international audience to make the best of their London visit.
https://www.londonandpartners.com/about-us

YHA objectives: Charity / voluntary organisation.
https://www.yha.org.uk/

A good example of a charity / voluntary organisation and types of places they look after.
https://www.nationaltrust.org.uk/features/about-the-national-trust

AC 2.2 Describe types of tourism destinations	City
	Cardiff Tourism Data https://foi.cardiff.gov.uk/eng/Documents/FOI08466/FOI%2008466%20-%20Attachment%202%20of%202.pdf
	Brighton – tourist appeal https://www.brighton-hove.gov.uk/content/press-release/latest-tourism-figures-show-citys-pulling-power
	Bath visitor economy http://www.bathnes.gov.uk/services/your-council-and-democracy/local-research-and-statistics/wiki/tourism-and-visitor-economy
	Marketing Manchester performance highlights http://www.marketingmanchester.com/wp-content/uploads/2018/05/Performance-Highlights.pdf
	Countryside Areas
	The UK's 15 National Parks. http://www.nationalparks.gov.uk/
	Areas of Outstanding Natural Beauty in the UK. http://www.landscapesforlife.org.uk/about-aonbs/visit-aonbs/
	The top 10 largest forests in the UK. https://gabrielhemery.com/the-top-ten-largest-forests-in-the-uk/

Major lakes in the UK.
https://www.worldatlas.com/articles/which-are-the-biggest-and-deepest-water-bodies-in-the-united-kingdom.html

21 lakes within the UK.
https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/galleries/britains-best-lakes/

Highest mountains in the UK.
https://www.themountainguide.co.uk/

Outdoor activities in the UK.
https://www.theguardian.com/travel/2018/apr/21/20-best-wild-adventure-breaks-outdoor-activitiesuk-walking-climbing-kayaking

Coastal areas

A quick guide to the UK coast, beaches and seaside resorts
http://www.ukcoastguide.co.uk/

A list, with descriptions, of UK coastal destinations
https://en.wikipedia.org/wiki/List_of_seaside_resorts_in_the_United_Kingdom

Visit England - Seaside and coastal information relating to England
https://www.visitengland.com/things-to-do/coast

Visit Wales - Seaside /coastal information relating to Wales
http://www.visitwales.com/explore/coastline-beaches

10 top UK Coastal towns
https://www.essentialtravel.co.uk/magazine/top-10/uk-coastal-towns.html

An analysis of different destination types.
https://www.visitbritain.org/analysis-destination-type

A plethora of information relating to the UK's coastal resorts and destinations
https://www.kensaq.com/web?qo=semQuery&ad=semA&q=coastal%20destinations%20uk&o=765773&ag=fw&an=bing&rch=cn61

AC 2.3 Describe the marketing principles used in marketing tourism destinations	VisitBritain has a range of information relating to its 'GREAT' campaign. https://www.visitbritain.org/introducing-great-tourism-campaign Information is also provided about current campaigns. https://www.visitbritain.org/our-campaigns In England in particular, the marketing of tourism destinations is increasingly being undertaken by Destination Marketing Organisations. A list of these can be found within the VisitBritain website. https://www.visitbritain.org/destination-management-organisations-england A range of destination management resources is also provided by VisitBritain https://www.visitbritain.org/destination-management-resources An example of a clear destination marketing strategy for Portsmouth can be found at https://democracy.portsmouth.gov.uk/documents/s13907/ A good example of a destination website is that of Manchester https://www.visitmanchester.com/ A SlideShare presentation by VisitEngland can be found at https://www.slideshare.net/VisitEngland/20120515-sp-dmp-main-presentation SlideShare on destination marketing and other aspects of tourism by Hilary Jenkins https://www.slideshare.net/hillarypjenkins/tourism-destination-marketing1 An example of market segmentation from the Northern Ireland Tourist Board https://tourismni.com/Grow-Your-Business/know-your-customer/markets-and-segments/

	YouTube video on tourism marketing
	https://www.youtube.com/watch?v=z1nOZh7h4e4
	The Bournemouth tourism strategy
	https://www.bournemouth.co.uk/dbimgs/Tourism%20Marketing%20Plan.pdf
	Presentation relating to segmentation of England's tourism market
	https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/project_lion_-_overview_-_for_website.pdf
	Google marketing plan templates
	https://www.google.co.uk/search?q=marketing+plan+template+images&rlz=1C1PQCZ_enGB714GB714&tbm=isch&tbo=u&source=univ&sa=X&ved=2ahUKEwjRxs2B-9rdAhUCa1AKHVMgDncQsAR6BAgAEAE&biw=1242&bih=569

AC 3.1 Evaluate the range of employment opportunities within the UK tourism industry	A short report highlighting the growth of tourism and the skill set needed to meet such growth http://www.ilo.org/global/publications/world-of-work-magazine/articles/WCMS_157893/lang--en/index.htm
	UK based jobs website offering a range of jobs in travel at a range of UK locations. Might be useful for candidates investigating jobs at locations within their own area and further afield. https://www.totaljobs.com/jobs/tourism
	Office for national statistics offering regular updates material that candidates can investigate and evaluate. https://www.ons.gov.uk/businessindustryandtrade/tourismindustry
	An organisation working to develop the workforce in the tourism industry http://www.people1st.co.uk
	Springboard is an organisation offering support and advice on career paths within the tourism industry http://www.springboard.uk.net
	Information specific to working in hospitality, a vital part of the tourism industry https://www.instituteofhospitality.org/
	A jobs search website that would allow candidates to investigate the range of tourism industry jobs available. https://www.indeed.co.uk/Tourism-jobs-in-London

	YouTube videos
	There is a plethora of you tube videos available for investigation, typing in key words will allow access to a range of clips such as:
	1. Range of employment in UK tourism
	2. Employment in the UK
	3. Job roles for waiters - freshersworld.com jobs and careers
	4. Hotel and Tourism management - develop skills with experience.

AC 3.2 Describe skills, qualities and qualifications required to work in the UK tourism industry	A description of the wide ranging skills required to work within the tourism industry http://trainedfortourism.org.mt/news.aspx?nid=44 Jobs within the private, public and voluntary sectors including vacancies, internships and a wide choice of career paths. https://www.visitbritain.org>careers website offering information relating to career paths within the tourism industry. Also, a personal skills assessment to establish what would be a suitable job / career for the individual https://www.myworldofwork.co.uk/my-career-options/tourism This website gives information on a range of jobs including, skills, qualities and qualifications ,https://nationalcareersservice.direct.gov.uk/job-profiles/travel-agent Information specific to working in hospitality, a vital part of the tourism industry https://www.instituteofhospitality.org/ A useful 'how to' website to help candidates understand what the requirements are for different job opportunities within the tourism industry https://targetjobs.co.uk/career-sectors/hospitality-leisure-and-travel/advice/286355-how-do-i-get-a-job-in-hospitality-leisure-and-tourism The generic skills in this article would apply to all jobs within the tourism industry https://www.careeraddict.com/top-10-skills-needed-for-a-job-in-hospitality

As above - An overview of skills employees. Look for in the hospitality industry but could be applied generically to all jobs within the tourism industry

https://www.hcareers.co.uk/article/advice-from-employers/5-job-skills-hospitality-employers-want-to-see

YouTube videos

There are plenty of you tube videos available for investigation, typing in key words will allow access to a range of clips such as:

1. Range of employment in UK tourism

2. Job roles for waiters - freshersworld.com jobs and careers

3. Hotel and Tourism management develop skills through experience.

4. Skills qualities and qualifications to become (choose tourism job). (There is an abundance of material here.

5. https://www.youtube.com/watch?v=sn-Mg7xWqec Want to work in tourism? Watch this!

6. https://www.youtube.com/watch?v=s3RQMA0spnE

7. https://www.youtube.com/watch?v=8vBN6qSkhQU

AC 3.3 Analyse employment trends within the UK tourism industry	Economic Impact – UK - Detailed analysis report from the World Travel and Tourism Council (WTTC) https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/unitedkingdom2017.pdf Employment trends up to 2014 https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/tourismemploymentsummaries/characteristicsoftourismindustries2014 Provisional estimates of employment within the tourism industry https://www.ons.gov.uk/businessindustryandtrade/tourismindustry/adhocs/007120provisionalestimatesofemploymentintourismindustriesandinboundandoutboundtourismexpenditures Government policies with data https://www.gov.uk/government/policies/tourism Tourism employment data which would help candidate with their analysis https://www.gov.uk/government/statistics/dcms-sectors-economic-estimates-2017-employment You Tube There are plenty of You tube video clips to support this AC, below are just a suggested few: 1. https://www.youtube.com/watch?v=IkHiEBOjCi4 – tourism growth and employment 2. https://www.youtube.com/watch?v=FL9TU59qvMs – hospitality and tourism is the 4th largest industry in the UK 3. https://www.youtube.com/watch?v=NyVI2tiRBeE – Tourism benefits Everyone, Everywhere, Everyday 4. https://www.youtube.com/watch?v=r_VPsyxYz2k – A day in the hotel industry 5. https://www.youtube.com/watch?v=Wk6oiz4KtlU - Travel and Tourism in the UK to 2018

AC 4.1 Explain the importance of managing UK tourism destinations	Tourism data for the UK produced by the Tourism Alliance http://www.tourismalliance.com/downloads/TA_395_420.pdf
	Destination management plans from VisitBritain with links to a PowerPoint presentation and YouTube video https://www.visitbritain.org/developing-your-destination-management-plan
	Report on tourism in the UK in 2017 produced by Barclays Bank https://www.home.barclays/content/dam/barclayspublic/docs/BarclaysNews/2017/Apr/Tourism%20Report%202017%20digital%2026.04.17.pdf
	A destination management plan for the English Riviera http://www.torbay.gov.uk/DemocraticServices/documents/s34744/English%20Riviera%20Destination%20Management%20Plan%202016-2021%20Draft.pdf
	A destination management plan for Pembrokeshire file:///C:/Users/Owner/Downloads/500%20Pembrokeshire%20Destination%20Management%20Plan%20FINAL%20APPROVED%20(Jan%202013)%20(1).pdf
	A tourism vision for London, with a link to a PDF https://www.londonandpartners.com/our-insight/tourism-vision
	The Tourist Area Life Cycle – SlideShare https://www.slideshare.net/hillarypjenkins/tourist-area-lifecycle
	Briefing paper on Tourism Statistics and Policy by the House of Commons file:///C:/Users/Owner/Downloads/SN06022.pdf
	VisitEngland domestic leisure tourism trends https://www.visitengland.com/sites/default/files/visit_england_report_print_tcm30-39493.pdf

	The economic impact of tourism in Winchester file:///C:/Users/Owner/Downloads/Winchester%20Tourism%20Economic%20Impact%20Estimates%202015.pdf A destination marketing plan for Ceredigion http://www.discoverceredigion.co.uk/SiteCollectionDocuments/Destination%20Mngmnt%20Plan%20and%20Tourism%20Strategy/Ceredigion%20Destination%20Plan%20ENGLISH.pdf

AC 4.2 Discuss factors which could impact on the future development of UK tourism destinations	House of Commons – potential impact of Brexit https://publications.parliament.uk/pa/cm201719/cmselect/cmcumeds/365/365.pdf Britain's Image Overseas https://www.visitbritain.org/britain%E2%80%99s-image-overseas Environmental Economy of Dorset https://jurassiccoast.org/wp-content/uploads/2016/02/Dorsets-Environmental-Economy-Final-Report-Dec-2015.pdf The future of sustainable tourism in Northern Ireland https://tourismni.com/globalassets/grow-your-business/sustainable-tourism/the-future-of-sustainable-tourism.pdf Coastal Regeneration report https://tourismni.com/globalassets/grow-your-business/sustainable-tourism/the-future-of-sustainable-tourism.pdf Opportunities for England's seaside - Visit England report https://www.visitbritain.org/sites/default/files/vb-corporate/Images/England-stats-insights/seaside_report_final_v2_without_summary.pdf Tourism Action Plan for the UK https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/555039/Tourism_Action_Plan.pdf

	Future tourism strategy for London https://www.london.gov.uk/moderngovmb/documents/s56745/Londons%20Tourism%20Strategy%202025-%20WEB%20 Sustainable tourism – UK National Parks http://www.nationalparksengland.org.uk/__data/assets/pdf_file/0008/767474/NPE-Position-Statement-Sustainable-Tourism-2013.pdf South Downs National Park – Sustainable Tourism strategy https://www.southdowns.gov.uk/wp-content/uploads/2017/06/Sustainable-Tourism-Strategy-2015-20.pdf