

VOCATIONAL



WJEC Level 3 Applied
Certificate and Diploma in
TOURISM

REGULATED BY OFQUAL
DESIGNATED BY QUALIFICATIONS WALES

SAMPLE ASSESSMENT
MATERIALS - EXTERNAL

Teaching from 2017
For award from 2019





WJEC Level 3 Applied Certificate and Diploma in Tourism

SAMPLE EXTERNAL ASSESSMENT

For teaching from 2017

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Candidate Name	Centre Number	Candidate Number



**LEVEL 3 APPLIED CERTIFICATE AND DIPLOMA IN
TOURISM**

UNIT 1: UK TOURISM PRODUCT

AM/PM [date]

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	26	
2.	23	
3.	26	
Total	75	

Instructions to candidates

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Information for candidates

The total for the paper is 75 marks.

The number of marks is given in brackets at the end of each question or part question.

Calculators may be used.

Answer **all** questions.

1. Study Scenario 1

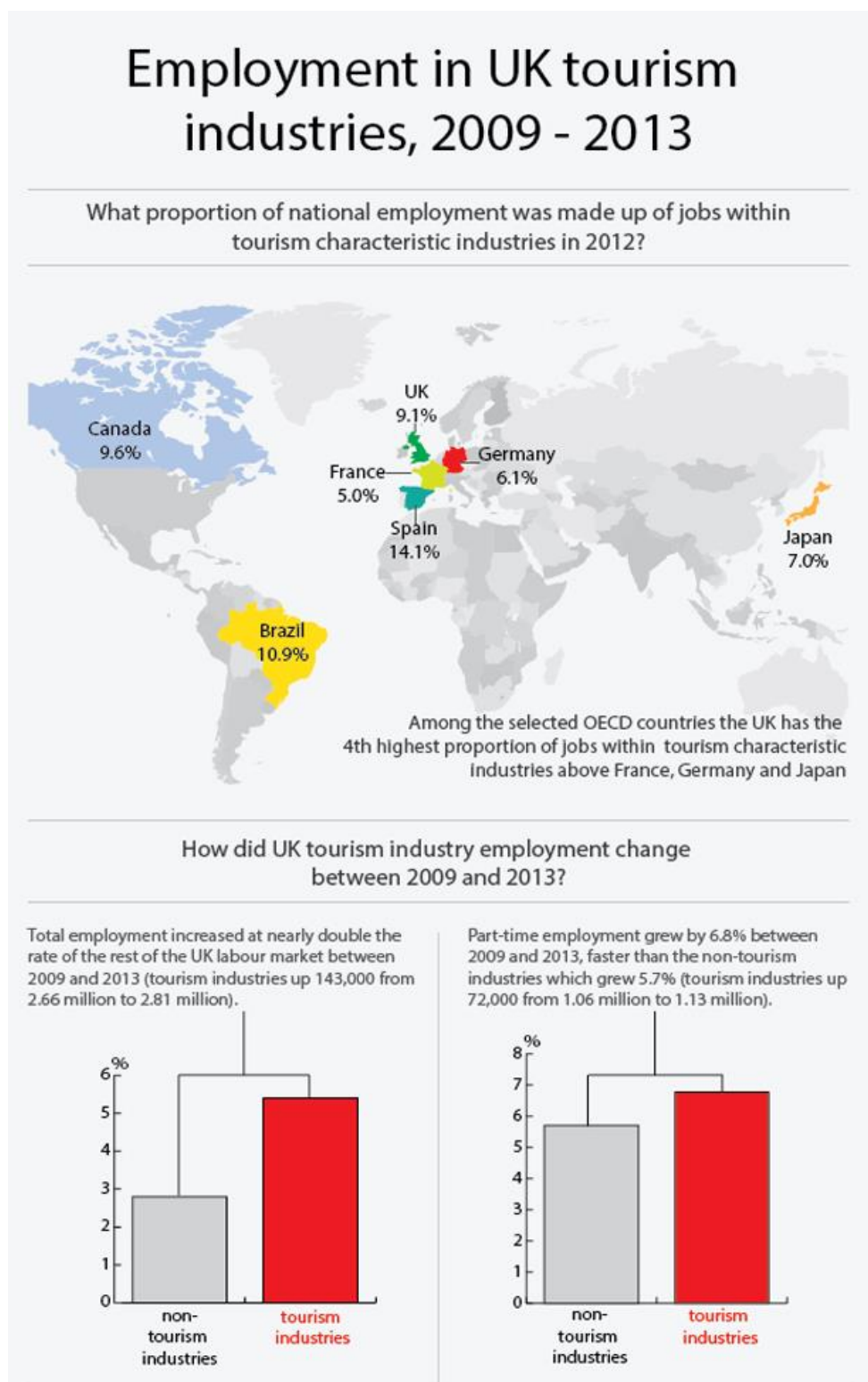
<p>Scenario 1</p> <p>The UK's National Parks are popular tourism destinations for millions of tourists every year. A wide variety of attractions are found in National Parks which appeal to different types of tourist. National Parks also include a range of organisations from different sectors of the tourism industry, such as accommodation providers and guiding services, which cater for the variety of tourist types.</p> <p>The UK's National Parks are managed by authorities which aim to:</p> <ul style="list-style-type: none"> • conserve and enhance the natural beauty, wildlife and cultural heritage • promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the public • foster the economic and social well-being of local communities within the National Parks.

(a) Complete the following table by giving a different type of tourist for each description.

[4]

Description	Type of tourist
I am visiting a UK National Park for a conference	
We are visiting a UK National Park for a mountain bike competition	
I am visiting a UK National Park for a few days because of its cleaner air	
We are visiting a UK National Park to learn about the impact of glaciations on the landscape	

Study **Fig. 1** which shows employment statistics in UK tourism industries produced by VisitBritain.



Adapted source: www.visitbritain.co.uk

Fig. 1

Level 3 Applied Certificate and Diploma in Tourism – UNIT 1

Mark Scheme

Summer 2019

Question	Answer	LO	Mark
1 (a)	<p>Q. Complete the following table by giving a different type of tourist for each description. AC1.1.</p> <p>Answers:</p> <p>Business Sports/special interest Health/medical Education</p> <p>1 mark for each correct answer.</p>	1	4
(b)	<p>Q. Explain the appeal of natural attractions found within the UK's National Parks. Give named examples to support your answer. AC1.2.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description with only one or two examples of natural attractions and National Parks which appeal to tourists. Limited knowledge and understanding.</p> <p>4-6 marks: Answers give a clear explanation with at least two or three examples of natural attractions and National Parks. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a well-developed explanation with at least three or four examples of natural attractions and National Parks which appeal to tourists. Good knowledge and understanding with some detail.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Mountains (Snowdon) in Snowdonia National Park. • The coastline (beaches, cliffs, estuaries, sea) of Pembrokeshire Coast National Park. • The lakes and valleys of the Lake District. • The waterways and wildlife of the Broads National Park. 	1	8

Question	Answer	LO	Mark
(c)	<p>Q. Describe the role of Tourist Information Centres. AC2.1.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-2 marks: Answers give a limited description with only one or two examples of the TICs role. Limited knowledge and understanding.</p> <p>3-4 marks: Answers give a clear description of at least two or three examples of the TICs role. Clear knowledge and understanding.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Promotion/distribution of leaflets/brochures/flyers of attractions/destinations in the National Park area. • Giving advice/information to tourists, e.g. transport methods, opening times, prices. • Selling of souvenirs, maps, books, etc. 	2	4
(d)	<p>Q. Explain the importance of managing UK National Parks for the benefit of visitors, tourism organisations and local communities. AC4.1.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-4 marks: Answers give a limited description with only one or two examples of key stakeholders. Limited reference to the importance of managing UK National Parks. Limited knowledge and understanding.</p> <p>5-7 marks: Answers give a clear explanation with at least two or three examples of key stakeholders. Some reference to the importance of managing UK National Parks. Clear knowledge and understanding.</p> <p>8-10 marks: Answers give a clear and well-developed explanation with at least three or four examples of key stakeholders. Clear reference to the importance of managing UK National Parks. Good knowledge and understanding with some detail.</p>	4	10

Question	Answer	LO	Mark
	<p>Likely answers may include:</p> <ul style="list-style-type: none"> • Key stakeholders – tourism organisations/businesses, non-tourism organisations/businesses, local communities and their residents, local and national governments. <p>Importance:</p> <ul style="list-style-type: none"> • Economic sustainability – jobs, profits, investment. • Social sustainability – quality of life, monitoring visitor numbers. • Environmental sustainability – pollution, monitoring impacts, education. • Maximising positives. • Minimising negatives. 		
			Total 26

Question	Answer	LO	Mark
2 (a)	<p>Q. Evaluate the range of employment opportunities within the UK's accommodation sector. AC.3.1.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description of employment opportunities within the UK's accommodation providers sector. Little or no evaluation. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear description of employment opportunities within the UK's accommodation providers sector. Clear knowledge and understanding with some evaluation.</p> <p>7-8 marks: Answers give a well-developed evaluation of employment opportunities within the UK's accommodation providers sector. Good knowledge and understanding with some detail.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Receptionists, managers, supervisors, spa staff, waiters/waitresses, bar staff, maintenance. • Temporary opportunities. • Permanent opportunities. • Full time/part time. 	3	8
(b)	<p>Q. Describe the skills, qualities and qualifications required for one job within the accommodation sector. AC3.2.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description of the skills, qualities and qualifications required for one job within the accommodation providers sector. The description might not include all three elements. Limited knowledge or understanding.</p>		8

Question	Answer	LO	Mark
	<p>4-6 marks: Answers give a clear description of the skills, qualities and qualifications required for one job within the accommodation providers sector. The answer should include at least two elements. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a well-developed description of the skills, qualities and qualifications required for one job within the accommodation providers sector. The answer should include all three elements. Good knowledge and understanding with some detail.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Receptionist - customer service skills, communication skills, ICT skills, reliable honest, well organised, Level 1-3 qualifications. • Manager – experienced, team skills, motivator, communication skills, leadership qualities, well organised, ICT skills. 		
(c)	<p>Q. Analyse the employment statistics given in Fig. 1 and explain their relevance to the UK tourism industry. AC3.3.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description of the employment trends in Fig. 1. Limited analysis and knowledge or understanding.</p> <p>4-7 marks: Answers give a clear analysis of the employment statistics in Fig. 1. Clear knowledge and understanding.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • The UK is more reliant on jobs in the tourism industry. • Proportion/percentage of jobs to other countries • Positive and negative impacts/implications for the UK economy, e.g. exchange rate fluctuations. • The UK's tourism industry is growing faster than any other industry in the UK. • UK employment rates drop. • People have more disposable income. • More seasonal/part time jobs – possible negative economic impact. More flexibility within the industry. 		7
			Total 23

Question	Answer	LO	Mark
3 (a)	<p>Q. For one UK city tourism destinations you have studied describe the range of built attractions which appeal to visitors. AC2.2.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description with only one or two examples of built attractions. Limited knowledge and understanding.</p> <p>4-6 marks: Answers give a clear description of at least three examples of built attractions. Clear knowledge and understanding.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • London – St. Pauls, Tower of London, Buckingham Palace, London Dungeon, British Museum. • Liverpool – Walker Art Gallery, Museum of Liverpool, Beatles Story, Albert Dock, Liverpool Football Club. 	2	6

Question	Answer	LO	Mark
(b)	<p>Q. Describe how UK city tourism destinations and their attractions are likely to be marketed to inbound visitors by different organisations. AC2.3.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description with only one or two examples of how UK city tourism destinations and their attractions are likely to be marketed to inbound visitors by different organisations. Limited knowledge and understanding.</p> <p>4-6 marks: Answers give a clear description of least two or three examples of how UK city tourism destinations and their attractions are likely to be marketed to inbound visitors by different organisations. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a well-developed description of least three or four examples of how UK city tourism destinations and their attractions are likely to be marketed to inbound visitors by different organisations. Good knowledge and understanding with some detail</p> <p>Likely answers may include:</p> <p>Marketing initiatives/techniques:</p> <ul style="list-style-type: none"> • Websites • Trade fairs/conferences – home and abroad World Travel Market exhibition • Dot London • Advertising campaigns – TV, radio, websites, London buses • Apps, ‘pop ups’ • Campaigns – English Gardens, Wales Year of Adventure • Office and staff abroad – promoting, building relationships with overseas contacts • Tourist Information Centres (TICs) and visitor centres – leaflets, flyers, • Billboards 	2	8

Question	Answer	LO	Mark
	<p>Organisations:</p> <ul style="list-style-type: none"> • VisitBritain • National Tourist Boards • London & Partners • DMOs • Local councils • Private sector organisations 		
(c)	<p>Q. Discuss three factors which could impact on the future development and prosperity of UK city tourism destinations. AC4.2.</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited discussion of one or two factors which could impact on the future development and prosperity of UK city tourism destinations. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear discussion of at least two factors which could impact on the future development and prosperity of UK city tourism destinations. Clear knowledge and understanding.</p> <p>7-9 marks: Answers give a well-developed discussion of three factors which could impact on the future development and prosperity of UK city tourism destinations but tend to be one sided. Good knowledge and understanding with some detail.</p> <p>10-12 marks: Answers give an excellent balanced discussion of three factors which could impact on the future development and prosperity of UK city. The discussion is detailed and very well-researched. Extensive and detailed knowledge and understanding.</p>	4	12

Question	Answer	LO	Mark
	<p>Likely answers may include:</p> <ul style="list-style-type: none"> • Political factors – legislation, taxes, Brexit • Social factors – stability, safety, security. • Economic factors – taxes, increase in oil prices, inflation, recession, expansion/boom, disposable income, employment rates • Business facilities – event, incentives • Weather and climate – global warming, seasons shortening/lengthening • Image and reputation – welcoming, uncertainty (students from overseas/Brexit), safety • Demographics – age, race, religion, the increase in tourists from countries such as China, India, Brazil and Russia (BRIC). 		
			Total 26

Question Number	LO1	LO2	LO3	LO4	Total
1 (a)	4				4
1 (b)	8				8
1 (c)		4			4
1 (d)				10	10
2 (a)			8		8
2 (b)			8		8
2 (c)			7		7
3 (a)		6			6
3 (b)		8			8
3 (c)				12	12
Total LO	12	18	23	22	75
% LO	10 - 20%	15 - 25%	25 - 35%	20 - 30%	100
Marks	7 - 15	11 – 19	19 – 26	15 – 23	75