



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

23 May 2017

Dear Mike

**Re WJEC Level 3 Applied Certificate in Tourism
WJEC Level 3 Applied Diploma in Tourism**

I am writing this letter in support of:

- 603/0825/4 WJEC Level 3 Applied Certificate in Tourism
- 603/0826/6 WJEC Level 3 Applied Diploma in Tourism

I am very pleased to add my support for the Level 3 Certificate and Diploma in Tourism qualifications developed by WJEC.

The qualifications are important additions to the qualifications available in schools and colleges. With the importance of tourism income to the economy through spending power and employment, giving young learners exposure to the tourism industry and sector in Wales is important for furthering knowledge of this crucial market sector.

The tourism qualification has been very well designed and covers the extent of the tourism industry and all of the organisations that make up the industry in detail and depth. The assessments proposed will provide the learners with much scope to fully research and understand the tourism sector, testing their understanding of the tourism sector at the appropriate level.

These qualifications will appropriately assess skills that are relevant to the tourism sector. The applied focus of each unit will ensure that there is relevant and purposeful learning. The transferable skills ensure that these are appropriate qualification for learners. These courses offer a good balance of skills including problem solving, research and presentation skills.

The Diploma in Tourism will provide a sound platform for any student wishing to going to study tourism at degree level or wishing to enter work in the tourism industry.

These qualifications would be accepted alongside other qualifications of the same level to study courses offered at Cardiff Metropolitan University such as BA International Tourism and Events Management, BA Hospitality and Tourism Management and BA International Tourism Management.

There will be inevitably the cross-over and overlap between the diploma and what is taught on tourism programmes in higher education. But I think that is one of the strengths of this proposed qualification in helping to introduce the young learners to this vital sector in the UK economies. Many tourism degrees in higher education then include aspects of management theory, thus the Tourism Diploma would help to prepare and to enthuse learners into pursuing a career in tourism management and beyond.

The documentation has been very well prepared and provides very good examples of the proposed content and assessments. I wish you every success with its implementation.

Yours sincerely

Tim Savage

Programme Director

BA (Hons) International Tourism Management

BA (Hons) International Tourism and Events Management