



# WELSH BACCALAUREATE

## Advanced

Enterprise and  
Employability Challenge  
Visit Wales - Tourism Promotion  
in Wales



**Available for assessment from May 2017**

## PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

## BRIEF

The Great Britain Tourism Survey indicates that in 2015 there were 10.45 million overnight trips to Wales by GB residents. The associated spend was £1,975 million. These are both record figures. Approximately 60% of staying visits to Wales by GB residents were holidays, 27% were visits to friends or relatives and 9% were business trips.

The International Passenger Survey indicates that during 2015, Wales attracted 970,000 international visitors who spent £410 million. The top 4 generating countries to overseas tourism to Wales were the Republic of Ireland (129,000), France (105,000), Germany (97,000) and USA (91,000). 38% of international visitors were on a holiday trip, 32% were visiting friends or relatives and 18% were on business during 2015.



In addition, the Great Britain Day Visits Survey indicates that in 2015, some 75 million day visits were made to destinations in Wales with associated expenditure amounting to over £2.7 billion.

Experiencing an **innovation venture** provides an opportunity to develop and demonstrate a wide range of skills, qualities and attributes. To take part in the **Visit Wales Tourism Challenge** you are required to form a project team of 3-6 members. The **Visit Wales Tourism Challenge** will help you create a 'personal brand', where you can clearly demonstrate what is involved in being part of a dynamic enterprise and that you understand the importance of networking and the power of social media when it comes to building a professional profile.

Your challenge is to design an innovative **product** or **service** which would help **promote suitable attractions, activities and destinations to 15-17 year-old tourists during a short-break family stay to your local area**. You will need to be creative and innovative whilst developing your product/idea, and this will provide you an opportunity to develop and demonstrate a wide range of skills, qualities and attributes.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for your chosen destination. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.

## RESOURCES / CONTACTS

<http://www.visitwales.com/>