

Tourism (WJEC Applied Diploma)

Why Study Tourism?

This is a Level 3 qualification (on a par with A-Levels) and accepted equally by universities and employers.

If you are good at coursework (and not so good at exams) this is the course for you—50% of it is coursework assessed.

At the end of Year 12 you will have a Level 3 Certificate and, at the end of Year 13, you will have a Level 3 Diploma in Tourism.

This qualification is both academic and practical and so prepares students for further education and employment. The applied approach to teaching will give students real-world skills and knowledge valued by employers. Students who are good at coursework can really boost their grades with 50% of both the Certificate and the Diploma being coursework assessed.

This course fits well with Double Applied Business and Double Health and Social Care, but also with Geography, Sociology, Psychology and other more 'traditional' A-Level subjects.

Year 12 Content

In Year 12 you will study one long-haul and one short-haul destination investigating opportunities for further development, threats, challenges and sustainability (coursework assessed)

You will then analyse the tourism industry in the UK— its appeal, how it is marketed, how destinations are managed, customer demographics, employment and planning (all exam assessed).

Year 13 Content

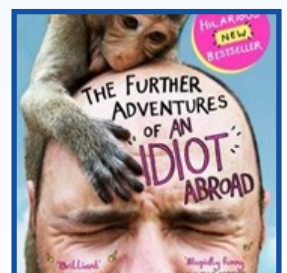
In Year 13 the group will make all the travel arrangements for a tour; in doing this students will learn about budgets and finances, promotion and marketing, legal requirements and logistics—they also go somewhere really interesting! (coursework assessed).

For their final exam (25% of their overall mark) students will learn about external and environmental pressures on tourism, the management of iconic attractions and access to sensitive destinations in addition to crisis management (exam assessed).

What Can I Do with the Qualification?

A Level 3 Diploma in Tourism provides employable skills or a useful step into a university degree or HND course such as :

- Heritage & Tourism 4yr BA (Hons)
- Event Management 4yr BSc (Hons) sandwich
- Cruise Management 4yr BSc (Hons) sandwich
- Aviation and Airport Management 3yr BA (Hons)
- Adventure Tourism Management 3yr BSc (Hons)
- Sustainable Tourism management 3yr BA (Hons)
- International Events Management 4yr BSc (Hons) sandwich
- International Tourism Management 4yr BA (Hons) sandwich



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Alternatively there are many employment options:

- Jobs with airlines; Virgin Atlantic, Monarch, Flybe, Easy jet
- Jobs on cruise ships; P&O, Carnival, Poseidon, Majestic Line
- Holiday reps; Club 18-30, First Choice, Thomson, Club Med
- Tour Operations; Trailfinders, Kuoni, STA
- Tour manager/guide; TUI, Airtours, Manos, Skytours, Falcon
- Travel Management; British Airways, Virgin, Ryanair, Cunard
- Hospitality Management ; Hilton, Ramada, Novotel, Mercure
- Destination Management; VisitBritain, VisitEngland, TIC's

What are the Benefits of a Tourism Diploma?

The WJEC/Eduqas Level 3 Certificate in Tourism (1 yr) is equivalent to an AS Level. The Diploma in Tourism (2 yrs) is equivalent to an A-Level and it will carry the same UCAS value as all other A-Level subjects making it a 'must' for students who prefer coursework assessment.

For more details about the course contact:

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