

Subject Title:	TOURISM
Type of Qualification:	Level 3 Diploma
Examination Board:	WJEC
Location:	Glastry College
Subject Leader:	Dr L Brown



Entry Requirements

To study the Diploma in Tourism it is essential that you have achieved 5 A* to C grades or above. It's also desirable that you have achieved a Grade C or above in Geography and/or Business Studies as well as a Grade C in English.

What will I learn?

Year 13

Unit 1: The United Kingdom Tourism Product (Exam 25%)

Purpose – to obtain an understanding of what the UK offers inbound and domestic tourists and how the product has developed in recent years.

Unit 2: Worldwide Tourism Destinations (Portfolio 25%)

Purpose – to understand the factors that affect choice of tourism destinations.

"Going out and experiencing tourism attractions and services in NI made me appreciate just how many job opportunities there are in the tourism industry." Nikole, Y13

Year 14

Unit 3: The Dynamics of Tourism (Exam 25%)

Purpose -to understand that tourism is an ever-changing industry which includes challenges to the industry, changing consumer demand and ensuring the security of tourists.

Unit 4: Planning Tourism Services (Portfolio 25%)

Purpose—to develop research skills and demonstrate a knowledge of planning services to meet changing customers' needs.

"What we learn is constantly changing so has to be up to date; I know I'll be well equipped for a job in the tourism industry." Bethany, Y14

What skills will I develop?

Throughout the course, you will learn about some of the most amazing places on the planet and what impact tourism has on destinations. Some units can involve trips to experience customer service, visit a tourist attraction or take a guided tour to experience tourism services for yourself. Tourism in Northern Ireland currently generates a revenue of £764 million and attracts 4.5 million visitors. The aim is to double tourism's contribution to the economy by 2020. This means it is a good place to look for a job in the future. This course enables you to learn how to manage your own time, manage information, communicate effectively both in writing and orally and to use ICT to produce a professional piece of work. This will be useful to you no matter which career path you follow after school.

Assessment

The overall Diploma in Tourism from WJEC is assessed 50% Controlled Assessment/Coursework and 50% exam. In Year 13 you will complete a portfolio (Controlled Assessment/Coursework) unit worth 25% and an examination unit worth 25%. The units are assessed in the same way in Year 14.

Career Progression

The Level 3 Diploma in Tourism will prepare you for undergraduate courses in the following subjects:

- Tourism Management
- Marketing
- International Tourism
- Event Management

The qualifications will also enable you to consider employment within a wide range of organisations within the travel and tourism industry. Examples include: Travel Rep where you could spend a 'season' living in a holiday resort. This could be a ski, beach, diving or safari resort; Hotel Manager, making sure people are having their best ever holiday in your hotel or guesthouse; Cabin Crew, imagine flying in a jumbo jet with the Sahara Desert beneath you – and being in charge of the passengers. Other careers include: Travel Blogger; Press Officer; Mountain Instructor; English Teacher; Cabin Crew amongst many others.

"The opportunity to manage an event helped me to develop the knowledge and skills that I need to write a business plan." Molly-Anne, Y14