

Travel and Tourism

Qualification: Level 3 Applied Certificate in Tourism
Level 3 Applied Diploma in Tourism

Additional Entry Information:
Speak to **Mrs L Parker** for more information.

What do students need to know or be able to do before taking the course?

The course assumes no prior knowledge but students need to have an interest in the world of travel and tourism. Students should be aware of current issues and events that affect the travel industry. They should have a reasonable knowledge of destinations in the UK, Europe and the rest of the world. They do not need to have experienced overseas travel.

What will students learn on this course (skills and course content)?

The tourist industry is a growing and quickly changing sector that offers a huge number of career opportunities both in the UK and overseas.

For the Certificate (Year 12), students will learn about what the UK offers tourists and the employment opportunities in the industry. They will study how the industry is structured and how it is likely to develop in the future.

They will also study a range of worldwide tourist destinations and look at their appeal for tourists. They will also plan a marketing campaign for these destinations.

For the Diploma (Year 13), students will study a range of issues that affect the tourist industry such as the impacts of tourism, safety and security, the use of technology and the effect of natural disasters. They will also study the planning and staging of events and what is involved in developing an itinerary.

What sort of student is this course suitable for?

The course is suitable for students who have a keen interest in the world and different countries and cultures. They will be interested in news and events. They may have travelled to different destinations on holiday and enjoyed the experience. They may have an interest in how to market products. They may hope to have a career in the tourist industry.

What kind of work will students need to be able to do outside of lessons?

There is a significant amount of coursework for this subject. Students will be expected to work independently outside lessons and organise their time effectively. Students need to watch news programmes regularly and keep up to date with issues affecting the tourist industry. They should read travel magazines and travel supplements.



What is the course content and how is this assessed?

Pupils in Year 12 study the 2 units for the Certificate. In Year 13 they study the remaining 2 units for the Diploma. Results are graded A-E for the Certificate and A*-E for the Diploma.

Certificate:

Unit 1 – The UK Tourist Product – External Assessment (Exam) 50%

Unit 2 – Worldwide Tourism destinations – Internal Assessment (Coursework) 50%

Diploma:

Unit 3 -The Dynamic Tourism Industry – External Assessment (Exam) 50%

Unit 4 - Event and Itinerary Planning – Internal Assessment (Coursework) 50%

What could students go on to do at the end of this course?

As the leisure and tourism industry is growing at such a fast rate, there are many job opportunities available. Examples are working in retail or leisure, for tour operators, airlines, airports, in hospitality, hotel management.

There are also many degree courses linked to the subject. Examples are Travel and Tourism, Tourism Management, Events management.

