

Tourism

Course overview

This course gives students a general theoretical background to the Travel and Tourism industry in the UK and abroad. The externally examined unit in the first year focusses on tourism appeal, marketing, employment and tourism management. The internal controlled assessment in year one looks in more detail at one long haul and one short haul destination in terms of transport, appeal and marketing, with students producing advertising campaigns among other activities. In year two students take a more global approach to tourism management as well as looking in detail at how environmental awareness is changing tourism worldwide.

Exam / Coursework

The course is split 50:50 exam and coursework, with a similar split between year one and year two. The majority of time is spent preparing for internal

assessment, with two lessons a week devoted to theoretical knowledge in preparation for the examined units.

Qualification gained

Level 3 Applied Diploma in Tourism
WJEC - www.wjec.co.uk

Entry requirements

5 GCSE's at a grade 4 or higher including level 4 or higher in English and Maths.

Career opportunities

Many tourism students go on to study event management, tourism management or hospitality at university. Some students move into cabin crew training, or apprenticeships within Travel agents or Tour operators.