



Level 3 Applied Certificate in Tourism (WJEC)

Staff delivering:

Mr N Pinder (Director of KS5)

Topics/Units studied:

- Understanding types of tourist
- The appeal of the UK as a tourist destination
- Different sectors and types of tourism in the UK travel industry
- Employment opportunities and the skills required for employment
- The importance of managing tourism and future developments
- The motivation to travel
- Long Haul Travel (including transport options)
- Short Haul Travel
- Devising a marketing campaign for a "Travel Destination"

Key dates & deadlines:

Year	Deadline / Date	Unit assessed
12	March	Unit 2 Coursework
12	May/June	Unit 1 examination
13	March	Unit 4 Coursework
13	May/June	Unit 3 examination

Career Pathways:

Career pathways for students studying Travel and Tourism are varied, spanning many sectors and include; "Travel Agent," "Cabin Crew," "Holiday rep (abroad)," running and managing hotels, restaurants, bars and nightclubs, Cruise ship Director, Lifeguard, Tour Guide, Events planner, Wedding planner, Tourism journalist

Success

Travel and Tourism has a history of excellent grades at Holderness Academy and Sixth Form College. Since the course started in 2013 over 95% of students studying Travel and Tourism have gained the top grade of Distinction/Distinction*. This has led to many students securing a place at university to study a variety of degree programmes. Travel and Tourism carries UCAS points identical to A Level subjects and is now graded A-E.

Alumni

Beth B Studied Travel and Tourism in 2014-16, gaining a Distinction* - Currently studying Agri-business Management in Newcastle

Lucie C - Awarded a Distinction* in Travel and Tourism- currently studying Law at Hull University

Megan G - Awarded a Distinction* in Travel and Tourism -Currently undertaking an Accountancy Apprenticeship with Linguard's accountants in Hull

Ellie H - Awarded a Distinction in Travel and Tourism - Currently studying Law with Criminology at Hull University

Beth W - Awarded a Distinction* in Travel and Tourism -Studies Forensic Science at the Open University

Progression

Students can progress to Degree-level courses in this subject, with over 131 courses at 56 different universities available, including;

- Business and Tourism - Tourism Management (Bath)
- International Travel and Tourism (University of Bedfordshire)
- Hospitality and Tourism Management (Birmingham)
- International Tourism Management (Brighton)
- Travel and Tourism Management (Huddersfield. London Metropolitan, Manchester Metropolitan, Northampton University)
- Events Management (University of Salford)

Trips

As part of the course for 2020 all students in both year groups will have the opportunity to visit various destinations.

