



Sixth Form Preparation for Success

Welcome to Tourism

WJEC Level 3 Applied Certificate in Tourism (603/0825/4)



Introduction

This is a new qualification, which offers you the opportunity to look in depth at one of the most employable market sectors in the world. The course encourages you to look at tourism in the UK and to consider the growth of tourism in short haul and long haul destinations. A natural curiosity about the world combined with an exhaustive bucket list will make for an excellent starting point for this course.

Part I – Y11 into 12 Tourism Specific Bridging Work To be completed May – Sept

Remember that prizes will be awarded for 'exceptional' work that demonstrates effort above expected!

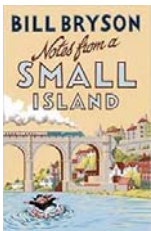
a) Investigate places of interest

This year our preparation is very topical and at the forefront of people's mind! This course is devised to help you explore and understand the Tourism Industry in the UK and abroad. The current Covid-19 pandemic is having a huge impact on the industry.

- Keep up to date with what is happening via the news and specifically how the leisure/tourism industry is being affected.
- Have a look at some of the major tourism companies in the UK and take note of what they are currently saying/doing. Websites would be obvious sources of information but you could also look at newspapers/magazines and speak to families and friends to work out exactly how they are being affected by Government policy.

b) Wider reading

The Bill Bryson books provide an excellent starting point for a humorous look at tourist destinations around the world, in particular 'Notes from a Small Island' is worth looking at.



Unruly Places (Alistair Bonnet) At a time when Google Maps can take you on a virtual tour of most places on the planet, it's hard to imagine there's any uncharted ground left on the planet. Unruly Places goes to some of the most unexpected, offbeat places in the world to re-inspire our geographical imaginations.

WATCH:

TED Talks: Talks for the thoughtful Traveler

https://www.ted.com/playlists/337/talks_for_the_thoughtful_trave

NETFLIX, The Dark Tourist: David Farrier's eight-part series looks at unconventional destinations across the world. From the radioactive villages of Japan following the 2013 tsunami to the voodoo villages of South Africa. Farrier explores tourist's dark desires for the 'never seen before'.

PODCAST:

Lonely Planet's, 8 fantastic travel podcasts to whisk you away

<https://www.lonelyplanet.com/articles/best-travel-podcasts>

c) Compulsory task

UK Tourism

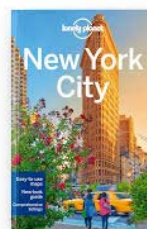
The UK has always been a popular tourist destination; it has a wide range of activities that appeal to a broad group of travelers. Your first task is to identify a place in the UK that would appeal to the following tourist types – you must fully justify why the destination you have selected is suitable for the tourist types:

- Business tourist
- Adventure tourist
- Retired tourist

d) Stretch!

The Lonely Planet guides are a fabulous 'go to guide' for researching places you would like to visit. They are a guide with tips and suggestions based around a city or country and are written by people who have visited the place discussed. This personal guide is very useful for encouraging tourists to venture away from the mainstream and consider looking into places a little more off the beaten track.

Produce your own version of a Lonely Planet Guide for a place you have visited, include suggestions on where to stay, where to eat and what to visit whilst you are there. Consider what kind of tourist would be interested in visiting your chosen destination and offer them advice on budget, public transport and interacting with locals.



Part II - Year 12 Head Start! for completion June – September

- a) This link takes you to specification for Level 3 Tourism Diploma – it's worth reading through the information on the 4 units you will be studying.
<https://www.wjec.co.uk/media/kkaps5fk/level-3-applied-diploma-in-tourism-specification-from-2017.pdf> In Year 12 we focus on Unit 1 The UK Tourism Destinations and Unit 3 The Dynamic Tourism Industry – both of these units are examined at the end of the Year. It is definitely worth having a read of the blurb linked to these units – look for unfamiliar language, jargon and key terms and spend some time researching their meanings.
- b) This link https://www.wjec.co.uk/qualifications/tourism-level-3/?sub_nav_level=course-materials#tab_resources takes you to some of the online resources provided by the exam board under the 'Resources for Teachers' file there is a great case study (Unit 1 Case Study) to read through to gain an understanding of the various components of the tourism industry and how they all come together.
- c) This link should take you to a selection of some of the lessons you will study in Year 12 <https://drive.google.com/drive/u/0/folders/1jKEhn9t4jsThHR7c29tXihkEtvE151-x> The subject is constantly evolving and new challenges (like the Corona Virus!) have short and long term impacts on the tourism industry – as a result of these changes your teachers have to be ready to modify and adapt lessons in order to ensure that they are current.... So watch this space!
- d) The course is so new that there are no core textbooks yet to support the lesson content. This link takes you to a teacher guide on the WJEC website which is useful in supporting the learning you will experience in the classroom.
<https://www.wjec.co.uk/media/wwrp4g04/level-3-applied-certificate-and-diploma-in-tourism-guidance-for-teaching-from-2017.pdf>
- e) There are a vast range of internet-based resources we will draw on in lessons to demonstrate the relevant key concepts, TED talks are a good place to take a look at some of the issues facing the industry and how the industry stakeholders responds to change.
https://www.youtube.com/results?search_query=tet+talk+tourism
- f) The unprecedented situation that the Corona Virus has created has led to an explosion of online resources that enable us to view the world from the safety of our homes. Virtual tours, web cams and social media has opened up parts of the world to view in ways that would never normally exist. This link takes you to one of many websites that allow you to view places that normally could only have been experienced in person.
<https://globotreks.com/tips/best-virtual-tours-world/>

continued....

At the moment there is so much news linked to travel and the impacts that the virus has had on the tourism industry that it should be very straightforward to gather news reports and articles based on how the tourism industry will change and adapt. You have an amazing opportunity to gather commentary on current events and see the direct impact they will have on tourism and how it will shape up in the future – gather as much as you can!

The best point of contact for any further information or tips on accessing resources is always to contact your class teacher! (Mrs Thornley at jthornley@mcauley.org.uk or Mr Tucker at jtucker@mcauley.org.uk). Good luck with your studies and we hope to see you all very soon!