CEFN SAESON COMPREHENSIVE SCHOOL

Tourism

2021

Details at a Glance

Qualification

Award

Level

1 & 2

Exam Board

WJEC

Tiered

No

Limited Group size

Yes

Visit Wales
Croeso Cymru

Staff

Mrs K Penquet

Course Structure

The WJEC Level 1/2 Award in Tourism is designed to mainly support learners in schools and colleges who want to learn about this vocational sector and the potential it can offer them for careers or further study.

Unit 1 – The Customer Experience

Unit 2 – The Business of Tourism

Unit 3 – Developing UK Tourist Destinations

Unit 1 (30 credits):

In this unit you will learn about the principles of customer service and how tourism organisations use these to set the standards that are at the heart of the customer experience. You will explore and gain an understanding of how customer service affects the behaviour of both customers and employees and the effect it has on a business. You will develop research skills so that you can investigate the quality of the customer experience across different tourism organisations, and learn how to analyse and present your findings

Unit 2 (30 Credits):

Through this unit you will learn about the issues faced by tourism organisations in today's highly competitive market. You will gain knowledge of how they organise their businesses to respond to change. You will be able to use the knowledge and understanding you gain to analyse situations, identify issues and review suggestions made for how different types of tourism organisations can respond to issues.

Unit 3 (60Credits):

Through this unit you will understand the features of different types of tourist destinations, considering what it is about those features that make a destination appealing to different types of tourists. You will gain knowledge of the range of organisations that can support the development of a destination, and the role they can play in that development. With this knowledge and understanding you will be able to recommend ways that destinations can enhance their appeal, drawing on evidence of how different destinations have been successful in increasing their appeal and popularity.

Units 1 and 3 are assessed through controlled assessment

Unit 2 is externally examined

Field visits will include local tourist attractions!

Travel and Tourism

Examination/Assessment

Unit 1

Internal Assessment

Unit 2

External Examination

Unit 3

Internal Assessment

Examination Board Website - http://www.wjec.co.uk/qualifications/tourism/tourism-vocational-level-1-2/?language_id=1