

Applied Diploma in Tourism

WJEC Applied Diploma in Tourism covers a wide range of employment opportunities in one of the fastest growing industries in the UK. It includes jobs in airlines and hotels, with tour operators and travel agents or involving tourist attractions, conferences and events, hospitality and entertainment. Gaining a qualification in Tourism at this level can lead to Higher Education which should lead to higher paid jobs. The Applied Diploma will be graded as A-E grades.

Student Profile

A successful student will need:

To have an interest in the Travel and Tourism industry.

To be interested in working in a group and supporting other students in their teaching group.

To be determined, self-motivated and prepared to work hard.

To be able to work independently.

It is not essential that you have done any prior Tourism qualifications.

Course Content (WJEC)

1. The United Kingdom as a Tourism Product
2. Worldwide Tourism Destinations
3. The Dynamic Tourism Industry
4. Event and Itinerary Planning

Skills Gained

The Applied Diploma will provide transferable knowledge and skills that prepare learners for progression to university. The transferable skills that universities value include:

- The ability to learn independently
- The ability to research actively and methodically
- To be able to give presentations and be active group members

Applied Diploma learners can also benefit from opportunities for deep learning where they are able to make connections among units and select areas of interest for detailed study. Skills include: effective writing, analytical skills, creative development, preparation for assessment methods used in degrees and reading technical texts. Often practical tasks and outside speakers will be used to offer vocational insights to the industry.

The Future - What Next?

4 out of 5 Tourism students now in employment consider their training in Tourism as an important step towards their desired job.

Source: Further independent research from London Economics, 2010.



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Building Your Future Together