



Holly Lodge High School Level 3- Applied Tourism Journey (Y12-Y13)

Eduqas Level 3 Applied Tourism Diploma-The Level 3 qualification in Tourism is designed to provide learners with the underpinning knowledge, understanding and skills associated with tourism organisations and activities. The qualifications will provide a broad basis for further or higher education or for moving into employment. Learners will study four mandatory units: The United Kingdom Tourism Product; Worldwide Tourism Destinations; The Dynamic Tourism Industry; Event and Itinerary Planning. 50% of the course is coursework based. Students who prefer coursework will enjoy this subject. There is one 1 hour 30 minute in exam (which can be retaken) at the end of year 12 and one 1 hour 30 minute in exam at the end of the year 13. You do not need to have studied Tourism before, the first half of the course is a stepping-stone to the full A2 qualification.

A Level UCAS points

Grade	Points
A*	56
A	48
B	40
C	32
D	24
E	16

LO3 Be able to develop itineraries for UK tours **LO2** Understand the nature of UK inbound and domestic tourism

This unit is internally assessed and externally moderated. All assessments must be conducted under controlled assessment conditions.

LO1 Understand the process of planning tourism events

YEAR TWO

**Unit 4
Event and
Itinerary
Planning.
90GLH**

LO2 Understand recent developments in transport and technology within the global tourism industry **LO3** Understand how increased environmental awareness has affected the global tourism industry

This unit is an examination of 1 hour 30 minutes. Worth a total of 75 marks. The examination will be sat in June of Year 13

LO1 Understand the range of external pressures and changing customer needs and expectations **LO4** Understand current issues facing the tourism industry

**Unit 3
The Dynamic Tourism
Industry.
90GLH**

LO3 Plan marketing campaigns for tourism destinations

This unit is internally assessed and externally moderated. All assessments must be conducted under controlled assessment conditions.

LO2 Understand the range and appeal of worldwide tourism

LO1 Understand the motivation for travel

**Unit 2
Worldwide Tourism
Destinations
90GLH**

This unit is an examination of 1 hour 30 minutes. Worth a total of 75 marks. The examination will be sat in June of Year 12.

YEAR ONE

**Unit 1
The United
Kingdom Tourism
Product
90GLH**

LO1 Understand types of tourists system

LO3 Understand employment options within the UK tourism industry

LO2 Know UK tourism destinations

LO4 Understand managing UK tourism destinations

Cultural Capital

- Cognitive and Problem Solving Skills
- Interpersonal Skills
- Employee workshops
- Conducting research and developing report writing skills.
- Specialist terminology
- Visiting locations around the UK

Course Outcomes

You will follow a programme of study that enables progression to both high education and employment in Tourism. Develop Key Skills that are highly valued by employers and universities and gain confidence through developing independent learning skills.

Size and Structure

360 GLH

Equivalent in size to one A Level.

4 units of which 2 are synoptic and marked internally and 2 are externally marked.