

Level 3 Certificate in Tourism

90

TRAINING HOURS

USD 299

FEE PER CANDIDATE

5

CURRICULUM UNITS

Programme purpose

Develop practical knowledge of tourism destinations, visitor experiences, sustainable practice and tourism operations.

Who should attend

Learners and tourism professionals who want to build specialist tourism knowledge without focusing on travel-agency operations or reservation systems.

No formal prerequisite is specified. Learners should be able to participate in the language of delivery; discuss support needs with your ATP before training.

By the end of the programme

- 01** Explain tourism-sector roles and their contribution.
- 02** Research destinations and visitor experiences.
- 03** Plan a practical tourism-service activity.
- 04** Evaluate the impacts of tourism.
- 05** Create a visitor itinerary and promotional concept.

Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Multiple-choice examination: 60 questions, 120 minutes. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at wtta.co.uk/policies.

Learning in detail

Level 3 Certificate in Tourism

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| 01 | The structure and role of the tourism industry | 15 h |
| | Explain tourism-sector roles and their contribution. Map the relationships between tourism organisations and local stakeholders. | |
| | Topics: Tourism sectors; visitor economy; employment; public and private stakeholders. | |
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| 02 | Tourism destinations and visitor experiences | 20 h |
| | Research destinations and visitor experiences. Match attractions and activities to visitor profiles. | |
| | Topics: Destination characteristics; visitor motivations; attractions; seasonality and experience design. | |
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| 03 | Tourism operations and customer service | 20 h |
| | Plan a practical tourism-service activity. Demonstrate visitor-focused communication and service recovery. | |
| | Topics: Visitor operations; service standards; accessibility; enquiries; complaints and safety escalation. | |
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| 04 | Sustainable and responsible tourism | 20 h |
| | Evaluate the impacts of tourism. Recommend responsible practices for a tourism activity. | |
| | Topics: Environmental and social impacts; local benefit; cultural respect; resource use and visitor behaviour. | |
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| 05 | Tourism promotion and itinerary development | 15 h |
| | Create a visitor itinerary and promotional concept. Justify choices using the intended audience and destination evidence. | |
| | Topics: Itinerary planning; timing; visitor information; promotional messages; channel selection. | |
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Applied work and feedback

Use a realistic customer or organisational brief to apply the units. Produce a clear recommendation, supporting checklist or action plan, and explain the evidence behind your decisions.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

WTTA level labels do not imply recognition on an external qualifications framework.