Essential Skills Wales
Essential Communication Skills (ECommS)
Level 3 Controlled Task
Candidate Pack

Tourism in Wales

Version **2.1**

Candidate name:	
Candidate number:	
Date registered for ECommS:	
Unique Learner Number (ULN) *(if applicable)*:	
Centre name *or* number:	

Instructions

- Make sure the boxes at the top of this page are filled in with your name, candidate number, ULN (if applicable) and centre name or number.
- Make sure you complete **all** parts of the task.

You have up to **8 hours in total** to complete this controlled task, although that time can be split over a number of sessions. Details of when each session started and ended **must** be recorded below:

Date controlled task **started**:							
Date controlled task **completed** *(no more than 8 weeks later)*:							
Session 1	**Session 2**	**Session 3**	**Session 4**	**Session 5**	**Session 6**	**Session 7**	**Session 8**
	Date	*Date*	*Date*	*Date*	*Date*	*Date*	*Date*
Duration	*Duration*	*Duration*	*Duration*	*Duration*	*Duration*	*Duration*	*Duration*
Total time spent (including research time):							

If more than eight sessions are required, any further dates/durations should be recorded on a separate sheet.

Produced jointly by the four Essential Skills awarding bodies:
Agored Cymru
City & Guilds
Pearson
WJEC

This task pack contains a scenario, a set of instructions and some source material.

- Make sure you read through the scenario, instructions and source material carefully before you start.
- You will be supervised throughout your time working on this task, although during that time you can use most of the equipment that would normally be available to you in a real-life situation (this may include accessing the internet).
- All work submitted must be **entirely** your own. You are not allowed to be given any help with the skills that are being assessed through this controlled task.
- Make sure you hand in all of your work at the end of **each** session. You are not allowed to take any task materials away with you, or have access to these between sessions.
- Make sure you **sign the declaration** at the back of this pack at the end of your final session working on this task.

Task instructions: Tourism in Wales

What you need to find out

Scenario
The activities in this task are about tourism in Wales.

What you need to do – Part 1

Reading
You must read and synthesise information from the source documents. You must critically compare and evaluate the content, identifying possible bias.
You can look up the meaning of any words you do not understand.

- Read both source documents to help you prepare for and take part in a discussion on the topic: 'Is the infrastructure in Wales restricting the tourist industry?'
- Use the information from the source documents and the discussion to plan the writing of a letter to give your opinion on the priorities for investment in the infrastructure of Wales.
- Show your preparation for the discussion. You could use a flow chart, spider diagram or make notes on the source documents to identify the main points, ideas, arguments and lines of reasoning.

Make sure you hand in all your work, including any notes or drafts, at the end of **each** session.

Resources you should use:

Source 1: Thumbs up to Wales, but more is still needed
Source 2: Is the investment in tourism detrimental to other sectors of the Welsh economy?

Speaking and listening
Discussion (Minimum 15 minutes for a group of 3-5 people. For groups of 6 a minimum of 25 minutes is expected.)

Using information from both source documents, plan to take part in a discussion on the topic: 'Is the infrastructure in Wales restricting the tourist economy?'

You must show how you have prepared for the discussion.

During the discussion, you must clearly communicate complex information by:

- providing explanations
- expressing feelings and opinions
- asking questions.

You must: make clear and relevant contributions; move the discussion forward; work towards agreement where appropriate; use suitable language and non-verbal communication.

Writing
Write a letter to the Minister of Culture, Tourism and Sport to give your opinion on the priorities for investment in the infrastructure of Wales.

Your letter should be at least 750 words in length.

Use the information that you have critically evaluated and synthesised from the source documents and the discussion.

You must:

- produce a plan
- write/word process a first draft
- check your draft makes sense
- correct any mistakes
- produce a final document.

Make sure your letter is fit for purpose and audience. Your final version should have accurate spelling, punctuation and grammar. You should use complete sentences and appropriate paragraphing.

Make sure you hand in all of your work, including any notes or drafts, at the end of **each** session.

What you need to do – Part 2

Writing

Write a report putting forward the pros and cons of a new transport link between North and South Wales. This will be presented at the next meeting of the Economy, Infrastructure and Skills Committee.

You should use your prior knowledge and/or independent research. You can use the internet (if available) or other resources to carry out any additional research.

Any research must be supervised and carried out within the eight consecutive weeks maximum working period, but can be in addition to the eight hours allocated for this controlled task.

You must:

- produce a plan
- write/word process a first draft
- check your draft makes sense
- correct any mistakes
- produce a final draft.

Make sure your report is fit for purpose and audience. Your final version should have accurate spelling, punctuation and grammar. You should use complete sentences and appropriate paragraphing.

Make sure you hand in all of your work, including any notes or drafts, at the end of **each** session.

What you need to do – Part 3

Speaking and listening

Talk/Presentation (Minimum time 8 minutes per candidate, minimum audience of 3 people)

Prepare for and deliver a talk/presentation to others. Your talk/presentation should include an image or other support materials to enhance or aid understanding.

You may choose your own topic for the talk/presentation but some suggestions include:

- a topic of personal interest
- is the nation obsessed with diets?
- is voluntourism a way to grow the tourist industry?
- is tourism damaging the environmental landscape?
- should most of the investment in tourism be funded privately?

If you choose another topic, this should be one which allows you to include information at a complexity for this level.

You may use notes to prompt you when delivering your talk/presentation, but you must **not** read from them directly.

Your talk/presentation should be well structured and suitable for the purpose and audience.

You must keep to the point and illustrate the main points clearly, using a variety of strategies to deliver your message and engage the audience.

Make sure you hand in all of your work, including any notes or drafts, at the end of **each** session.

Source 1

Thumbs up to Wales, but more is still needed

The tourism industry in Wales has much to celebrate. Figures released in October showed that Wales welcomed around 450,000 overseas visitors in the first six months of 2016, an increase of 15% on the previous year and the highest increase amongst the nations in the UK. Wales is seeing not only an increase in footfall but is also bucking the trend in the amount of cash spent by visitors. While the UK as a whole saw a decrease in expenditure over this period, Wales' expenditure increased by 8%.

Even greater cause for celebration is that North Wales made it on to the Lonely Planet's Top Ten Best in Travel for 2017. Lonely Planet, a leading travel authority, was impressed by the 'way the former industrial landscape has been reinvented and repurposed to create a series of truly world class attractions, from high speed zip lining and inland surfing, to underground trampolining in a 176-year-old disused slate mine.' According to Lonely Planet, North Wales is 'a playground for thrill seekers, a haven for foodies, a hideout for stargazers and a goldmine for heritage seekers.'

Furthermore, not only did North Wales make this top ten list, it was ranked higher than more exotic locations such as French Polynesia and South Australia. Tom Hall, Lonely Planet's Editorial Director, said, 'We included North Wales in this year's list of top ten regions because it deserves to be recognised on the global stage. It's a stunning area with a vast array of activities on offer to keep travellers entertained. North Wales has also become a haunt of in-the-know foodies, so however visitors get their kicks, once they've worked up an appetite, they'll also be well catered for. North Wales is a gem and should be on every traveller's radar.'

Wales' Year of Adventure, was the first in a series of thematic years, and has undoubtedly galvanized the tourism industry into action, according to Doctor Manon Antoniazzi, Director of Tourism, Sport and Heritage for the Welsh Government. It provided a focus for investment, project development and marketing and enriched the Wales brand message globally. In 2016, at an address at Cardiff Metropolitan University, Doctor Antoniazzi, said, 'this year will see us build on a series of exciting new openings and developments, and more than 10 years of on-going investment to make Wales the UK's leading adventure destination.' Visitor surveys, statistics and the Lonely Planet accolades bear this out.

Later thematic years include Year of Legends and Year of the Sea. However, the question remains, can the infrastructure in Wales cope with the demands of increased visitor numbers and maintain the standard that has so far been set? Wales should not rely on its newly bestowed reputation as a globally recognised 'go to' destination for adventure.

Globally, the cruise market is the fastest growing tourism sector. If Wales is to benefit financially and economically from this growth, it must acquire a greater part of the market, which is currently dominated by destinations in the Caribbean, Mediterranean and Baltics. Cruises are big business and cater for a very different demographic than the thrill-seekers who were, for example, attracted by the Year of Adventure. Welsh seaports already play a major role in the UK's western trade and passenger access.

In addition to realising the full potential of Welsh ports to support the flow of goods and people, there is also a massive opportunity for Wales to develop a bigger share of the burgeoning cruise market.

The cruise market is worth around £2.9 million annually to the Welsh economy, but further infrastructure improvements are necessary if Welsh seaports want to accommodate larger ships and be a player on the global stage. Improvements at a port in Fishguard allowed a German cruise ship, carrying 1 260 passengers, to dock for the first time in August 2016. Typically, the cruise ships that call in to the six cruise ports in Wales have a capacity of around 500 passengers. The arrival of these larger ships will not only be a boost to the local economy but also to Wales' international profile.

The Fishguard project received £147 598 from the Welsh Government's Tourism investment Support Scheme, which enabled passengers to safely embark and disembark using the new pontoon. Whilst this was a great improvement, the cruise ship was still at anchor in the harbour. Cruise ships prefer to moor alongside the dock, especially larger ships, which can carry up to 3 500 passengers. Consideration has to be given to the time taken to move this volume of passengers from the ship to the shore using tenders, and the associated cost implications, not to mention orchestrating the loading of supplies, refuelling and the removal of waste, often in a short space of time.

Another part of the equation is that cruise firms want to ensure that they provide their passengers with the best possible holiday experience. Quayside mooring is therefore essential to maximise the amount of time passengers spend ashore exploring the local area. This in turn benefits the community, as visitors will have more time to spend money.

As well as seaports, attention must also be paid to the continued development of airports within Wales, not only to support the drive to grow the cruise market but to attract visitors from long-haul destinations as well as the UK and Europe. Industry experts believe that based on in-depth passenger data analysis, Cardiff Airport can support a competitive schedule of long-haul flights. The trick now is how to market the airport to increase passenger footfall.

However, the developments at sea and airports require a more sustainable infrastructure for other forms of transport to make a visit to Wales seamless. Currently, there would appear to be no adequate connections, by road or rail, between major centres from the North to the South of Wales. Investment has been made on improvements to the A470, one of the major roads that covers the distance, but the journey is still tortuous.

For visitors to see the beauty of the North and the vibrance of the South in a day is not an option. While there is a direct rail service between Cardiff and Holyhead, this journey can take four to five hours, which is the best part of a day. It is actually quicker for travellers from North Wales to get to London than reach their own capital, Cardiff!

The National Infrastructure Commission for Wales is currently being established and it will be tasked with the planning and implementation of upgrading the rail and road network. Whilst this can't happen too soon for the citizens of Wales, those involved in the tourism industry need to keep making small, but significant steps, until these networks are improved, to encourage visitors by whatever mode of transport, to ensure that North Wales stays on that Lonely Planet Top Ten list.

References:
http://gov.wales/newsroom/tourism/2016/161014-welsh-tourism-boom-continues/?lang=en
http://gov.wales/newsroom/tourism/2016/161025-north-wales-named-top-region-globally-for-2017/?lang=en
http://www.walesonline.co.uk/business/business-news/themed-strategy-starting-year-adventure-10341304
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http://www.walesonline.co.uk/business/business-news/cardiff-airport-confident-more-doubling-12073582#rlabs=3%20rt$category%20p$7
http://www.bbc.co.uk/news/uk-wales-37063890
http://www.walesonline.co.uk/business/business-news/plans-new-national-infrastructure-commission-12033390

Source 2

Is the investment in tourism detrimental to other sectors of the Welsh economy?

The investment in tourism in Wales, over the last few years, has certainly paid dividends judging by recent awards and accolades, but at what cost to other sectors?

A survey was conducted across Wales to gather the views of the populace. Below are some of the opinions we received:

Katie W, Bridgend:

The growth in the Welsh tourist industry is admirable but I am concerned that as we attract more tourists from around the world, we do not have the infrastructure to support such growth. Our roads and trains are already at capacity and that is just people going about their everyday business. What impression are we giving to these visitors when they arrive and have to travel on an antiquated train or bus, or drive on our overcrowded and often dilapidated roads? Let's get our priorities straight and sort out the transport system first.

Dermot S, Pembrokeshire:

I think some people fail to see the bigger picture. Tourism is not just about people visiting Wales and spending money in shops, restaurants etc. The tourist industry provides many thousands of jobs, not just for people who work in hospitality but also for those who work behind the scenes, like engineers and maintenance workers. With the popularity of cruise holidays rising, I feel that many of our industries are benefitting, for example, the agricultural industry profits from the produce they sell to ships. A large percentage of the Welsh population gain from tourism even if it is not obvious at first glance.

Ceri B, Powys:

I guess it is all about 'the chicken and the egg'. Tourism brings much needed cash to our nation. In turn, this money allows us to invest in projects to improve our infrastructure. If we didn't get this income, the money would not be there for investment. After all, we can't just rely on grants and subsidies. However, if we spend the money on infrastructure and then we don't get the numbers of tourists necessary to recoup the cost, it could be decades before we break-even. We could be in deficit for years! I say well done on the initiatives and projects the Ministers involved in tourism, have implemented.

Alan C, Isle of Anglesey:

In some parts of Wales, homes and businesses cannot access adequate broadband and in the rural and semi-rural areas the situation is appalling. We need superfast broadband for both families and businesses to enable us to expand our local and international reach. I understand that the take-up of superfast broadband in Wales still lags behind the rest of the UK. Money needs to be spent raising awareness of the many benefits and opportunities that increased speeds can bring, to drive up demand. Broadband should be a priority, domestic businesses need this, as do visitors who are used to, and expect, cutting-edge technology.

Huw R, Wrexham:

Personally, I don’t think we spend enough on tourism. Whilst I do appreciate that money needs to be spent on transport, technology, renewable energy sources, the agricultural industry and many other sectors, we need more substantial investment in facilities for visitors. We have stunning scenery that is often let down by the quality of accommodation on offer. There is little point in enticing global travellers only to disappoint them when they arrive. We need to ensure we are able to compete and keep our place on the global stage.

Tom G, Powys:

Has anyone really stopped to consider the negative impact that so many visitors will have on our areas of natural beauty? They won’t be so beautiful in ten years or so. We need to safeguard our mountains and coastlines for future generations. There is also the issue of how long our emergency services can cope, with people who are flocking here in droves and who insist on walking, climbing and trekking in our hills and mountains. These people have no regard for their own safety or for those who have to come and rescue them. Many of these emergency services are manned by volunteers and personally, I don’t think we will have enough people to deal with the increasing number of inevitable incidents.

Declarations
The candidate and assessor declarations **must** be completed.

Candidate name: _____

Candidate declaration: I confirm that this is entirely my own work and it was completed during the supervised sessions stated on the front cover. Candidate signature_____Date _____

For centre staff and awarding body use only

Assessor declaration: I confirm that this candidate has met the standard required for the controlled task. The controlled task was conducted under the specified conditions and completed within the working period and working time requirements. Assessor signature_____Date _____
Internal quality assurer (IQA) declaration: *(if sampled)* I have internally quality assured this work and confirm that the standards have been met. IQA signature_____Date _____
External quality assurer (EQA) declaration: *(if sampled)* I have externally quality assured this work and confirm that the standards have been met. EQA signature_____Date _____