**Toolkit Case Study of Practice Template**

**Supporting skills for careers development at Pembrokeshire College, Wales**

1. Organisation name and brief explanation of purpose

Pembrokeshire College – Further Education. The college of further education is based in West Wales where the tourism industry contributes approximately £590million to the local economy. The NCFE Level 3 qualification is designed to give learners the skills to work in the travel and tourism sector. Alongside completing the qualification requirements, learners may develop the knowledge, understanding and essential skills employers look for in employees. Alongside the revival of international travel, domestic tourism is also flourishing due to the increased popularity of “staycations” at home in the UK over recent years. A recruitment boom is on the horizon, and Pembrokeshire want to help learners to be ready and equipped to seize career opportunities in the travel and tourism sector.

1. How was the toolkit used to address an industry, business or educational need?

The toolkit has been used to complement the curriculum for our Level 3 Extended Diploma in Travel and Tourism. More specifically, the toolkit was used to support units identifying career opportunities in the industry using the skills mapping templates and occupational profiles. The toolkit added depth and opportunity to exploring the diverse range of career pathways, which supported learners in establishing career planning and destination placements.

1. Were partner organisations involved and if so, who?

Partners were not directly involved in the use of the toolkit within the programme, however the career planning tools and competencies allowed learners to identify purposeful work placement opportunities as part of their destination programme. The toolkit supported learners to look beyond the stereotypical career routes in the industry, inspiring learners to think more broadly about their future aspirations in tourism.

1. What benefits resulted from use of the toolkit?

The toolkit supported our career unit perfectly, adding clarity, dimension and an understanding of skills and competencies to a vast range of employment opportunities in tourism. This allowed for learners to be more selective when gaining purposeful work placements that would complement their career goals. One particular learner was able to use the toolkit to support her passion for photography with a career in tourism marketing. As a result, she found a work placement within the marketing department at Bluestone National Park Resort and has since been offered full time employment on completion of her course, with an aim to support her marketing degree.

1. Were there any challenges or lessons learnt using the toolkit?

The limitation of Google Chrome was a barrier at times, particularly when learners were using the toolkit independently on their own devices.

1. Have you any further reflections and/or recommendations?

It would be great if the toolkit could include introductions/bios etc from global businesses, showcasing their career opportunities.

Thank you for your help in showcasing the use of the toolkit and providing us with an example of practice. Please return your case study to Diana James, Project Development Co-ordinator at djames@cardiffmet.ac.uk