

# WORKING IN LEISURE & TOURISM



## What? How? Why?

Leisure & Tourism are all the places and businesses people go to for enjoyment, whether they live locally or are on holiday. Leisure & Tourism is one of the UK's oldest industries and has changed a lot over the years. There are new sites and attractions being built all the time, each with their own unique job opportunities.



**Show this video to  
pupils to set the scene**  
[www.actonstem.co.uk](http://www.actonstem.co.uk)

## Skills Needed:

- Ability to follow important rules & guidelines.
- Listening & understanding.
- Good communication - talking, explaining, directing, advising.
- Being bilingual, if you work in Wales and additional foreign languages.
- Able to work well in a team - team work.
- Basic computer skills.
- Interest in people and helping them.
- Basic knowledge of Health & Safety regulations.
- Excellent Customer Service.

Operating across Wales, leisure and tourism offers an amazing career path full of opportunities to grow and develop your skills.

**Chwarae Teg**



# LEISURE & TOURISM JOB EXAMPLES

## **Tourist Guide | Average Salary: £18,000 (Oct15)**

Guides are available for different activities and places. Tour Guides & Mountain Guides use their local knowledge to help and show people around exciting locations. Places like Wales are not only filled with history but with lots of places that people want to explore.

### **Up-to-date full information:**

 [www.careerswales.com/en/career-search/search?jobTitleId=10212](http://www.careerswales.com/en/career-search/search?jobTitleId=10212)

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## **Aromatherapist | Average Salary: £25,000 (Oct15)**

Aromatherapist use special oils & lotions (taken from plants) to provide customers/guests with relaxing therapies.

The therapies take time to learn and help with healing and calming the body & mind. Understanding how the body works is an important part of this job.

### **Up-to-date full information:**

 [www.careerswales.com/en/career-search/search?jobTitleId=10048](http://www.careerswales.com/en/career-search/search?jobTitleId=10048)

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## **Hotel Manager | Average Salary: £25,000 (Oct15)**

Hotel Managers are key to ensuring the smooth running of a hotel on a 24 hour basis.

A Hotel Manager has to make sure everything happens smoothly at the hotel, they have the responsibility of hotel staff, the business and making sure guests have a great time and would like to stay there again in future.

### **Up-to-date full information:**

 [www.careerswales.com/en/career-search/search?jobTitleId=10127](http://www.careerswales.com/en/career-search/search?jobTitleId=10127)

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## **Leisure & Tourism Resources....**

 [www.careerswales.com/en/tools-and-resources/job-trends/tourism-hospitality/](http://www.careerswales.com/en/tools-and-resources/job-trends/tourism-hospitality/)

 [nwef.infobasecymru.net/IAS/Custom/Resources/Infographics/Active\\_Tourism\\_Infographic\\_FINAL.pdf](http://nwef.infobasecymru.net/IAS/Custom/Resources/Infographics/Active_Tourism_Infographic_FINAL.pdf)

 [www.youtube.com/watch?v=0nz85SKLoGk](http://www.youtube.com/watch?v=0nz85SKLoGk)

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# CLASSROOM ACTIVITY

## BOYS & GIRLS AT WORK



All kinds of jobs are available to both men AND women. In this exercise pupils must think of professions that are traditionally seen as male or female roles. Once a shortlist has been created- pupils must draw a poster depicting both men AND women working together in a particular profession e.g. male and female builders, male and female beauty therapists etc.

### KEY SKILLS (NATIONAL CURRICULUM)

**SOCIAL  
LEARNING**

**GLOBAL  
CITIZENSHIP**

**CREATIVE  
INVESTIGATION**

**SPEAKING  
& LISTENING**

### PREPARATIONS & MATERIALS:

- Whiteboard/Smartboard
- Coloured pencils
- Exercise paper
- LOTS OF FUN!!

### METHOD

1. Ask the pupils to list the names of familiar jobs/industries and write them on the whiteboard, cards, post it notes or flip chart.
2. Using the list of professions ask pupils what kind of person they may expect to see in those particular roles. Pupils may remark on male firefighters or female hairstylist.
3. Now using the **STEM video** - highlight to the pupils the gender diversity depicted on screen.
4. Ask the pupils to select one of the professions listed/discussed to create a poster depicting men and women working together in the same roles or 'reverse' roles.
5. There are no gender specific jobs. Boys and girls can aspire to enter any job role of their choosing.



## LEARNING OUTCOMES

- Highlights important social issues: gender equality, equal opportunity and career freedom.
- Allows pupils to engage, discuss and deconstruct important issues.
- Provides pupils with a creative and fun task.
- Addresses the working world and their potential role within it.
- This exercise would benefit from being repeated again later on in the school year to help produce a greater variety of results and reinforce learning.




## FURTHER INVESTIGATION & RESOURCES

 [www.wisecampaign.org.uk/resources/2015/09/people-like-me-resource-pack](http://www.wisecampaign.org.uk/resources/2015/09/people-like-me-resource-pack)

 [nwef.infobasecymru.net/IAS/launch](http://nwef.infobasecymru.net/IAS/launch)

### Parent & Teacher Guide (article)

 [www.theguardian.com/education/2015/feb/27/guide-parents-help-girls-into-male-dominated-careers](http://www.theguardian.com/education/2015/feb/27/guide-parents-help-girls-into-male-dominated-careers)

### Chwarae Teg

 [www.cteg.org.uk](http://www.cteg.org.uk)

### • Tre-Ysgawen Hall

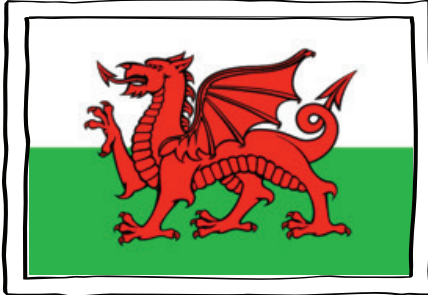
 [www.treysgawen-hall.co.uk](http://www.treysgawen-hall.co.uk)

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# CLASSROOM ACTIVITY LEISURE & OUTDOOR TOURISM IN NORTH WALES

TEACHER'S  
GUIDE



Leisure & Tourism is one of the largest industries in North Wales, supporting approximately 37,500 jobs!

Read attached 'infographic' sheet on Outdoor Tourism in North Wales.

 [http://nwef.infobasecymru.net/IAS/Custom/Resources/Infographics/Active\\_Tourism\\_Infographic\\_FINAL.pdf](http://nwef.infobasecymru.net/IAS/Custom/Resources/Infographics/Active_Tourism_Infographic_FINAL.pdf)

There is everything from hotels, activity parks, outdoor centres, food, castles, zoos, sailing and many more!

## Can you create your very own tourist attraction?

Using the box below - create your own leisure or tourism business name and 'logo' or advert.

Remember - there are lots of different business to choose from, maybe you would like to create something completely new to the area?!



## CAN YOU THINK LIKE A BUSINESS OWNER?



### What's your business name?

Is it a 'catchy' name? Will people remember it? Is it Welsh or English? Can you get it on a logo or poster and leaflets?



### Where is it located?

Is it indoors, outdoors, or both? Do you have to build something new or buy a building? Is it in a busy village or town? Can you get there easily by car, rail, bike or bus?



### How many people does the business need to employ?

If you have to employ lots of staff to do different things you will have to pay them wages and this will come out of the business profits.



### What jobs do these people do?

Will your staff need special training, skills and qualifications? People with higher skills are usually paid more than unskilled jobs.



### How much will you charge people to take part in your activity / attraction? Are you making enough profit to pay your staff?

Do you know how much it costs to get into some tourist attractions locally? Is the price of your attraction similar? You need to be competitive to make sure people will visit and use it and you need to make a profit!



### Will you be open all year round?

The weather in North Wales can sometimes 'spoil' some activities. Can you offer something 'whatever the weather'? If your business is closed because you can't use it in heavy rain, snow or ice you won't be making any money.



### What's great about your tourist attraction and why should people visit or use it?

Perhaps the most important question to get right at the start! Would you ask your parents to take you there?

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# CLASSROOM ACTIVITY

## ICE CREAM VAN

TEACHER'S  
GUIDE

### INTRODUCTION

The Ice Cream Van's map shows a Tourist Town (reverse side). The lines are streets and the dots are street corners (junctions/crossings). The town lies close to the seafront, and in the summer season, ice-cream vans park at street corners and sell ice-creams to tourists.

The vans need to be in locations so that anyone can reach one by walking to the end of their street or at most, one block further.

Imagine people living at the junctions or crossings, rather than along the streets; they must be able to get to the ice-cream van by only walking at the most one block.

**The question is, what is the least number of vans needed, and on which junction or crossing should they be placed?**

### PREPARATIONS & MATERIALS:

- Activity Time: 20 Minutes
- Materials Needed:
- Whiteboard / Smartboard
- Plastic counters (2 colours)
- Ice Cream Van Town Map



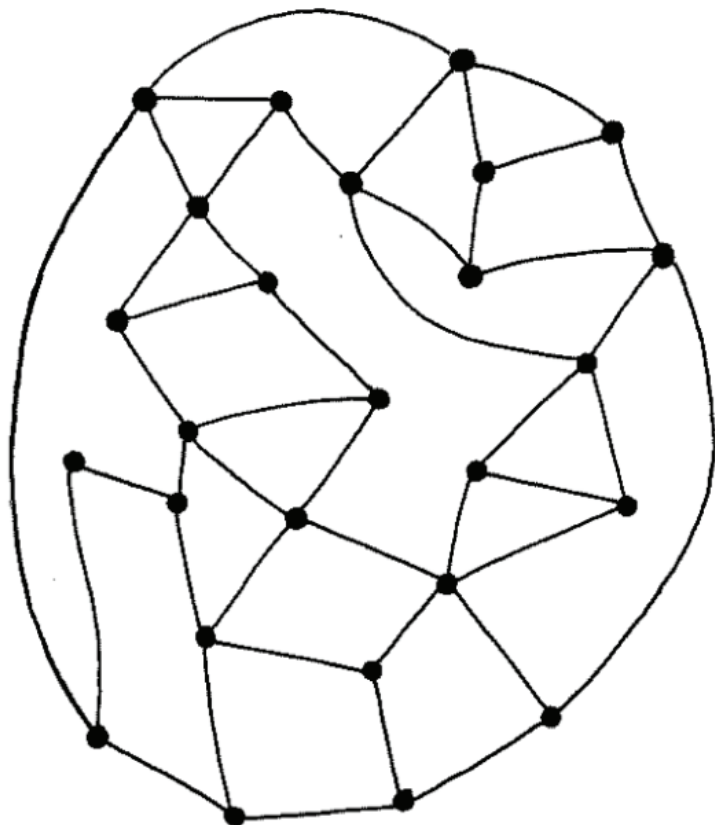
### METHOD

1. Divide the pupils into small groups, give each group the Tourist Town map and some counters, and explain the story.
2. Show the pupils how to place a counter on a dot representing a junction/crossing to mark an ice-cream van, and then place counters of another colour on the junction one street away. People living at those junctions (or along the streets that come into them) are served by this ice-cream van.
3. Have the children experiment with different positions for the vans. As they find configurations that serve all houses, remind them that vans are expensive and the idea is to have as few of them as possible. It is obvious that the conditions can be met if there are enough vans to place on all junctions—the interesting question is how few you can get away with?
4. The minimum number of vans for Tourist Town is six, and a solution is shown (bottom of the page). But it is very difficult to find this solution! After some time, tell the class that six vans is the least number possible and challenge them to find a way to place them. This is still quite a hard problem: many groups will eventually give up. Even a solution using eight or nine vans can be difficult to find and should be praised!





5. The map of Tourist Town was made by starting with the six map pieces at the bottom of the Ice Cream Vans worksheet, each of which requires only one ice-cream van, and connecting them together with lots of streets to disguise the solution. The main thing is not to put any links between the solution junctions (the open dots), but only between the extra ones (the solid dots). Show the class this using an overhead projector, or by drawing it on the board.



## SOLUTION



Further information & templates available at:

 [www.nationalstemcentre.org.uk](http://www.nationalstemcentre.org.uk)

*The leisure industry in Wales covers everything from holidays, sports and games to cinemas, theatre television and live music, to name but a few*

Activity courtesy of Computer Science Unplugged and National STEM Centre UK © 2009

