



WELSH BACCALAUREATE SKILLS CHALLENGE CERTIFICATE

National/Foundation



Enterprise and Employability Challenge

Promote Responsible Tourism in
Snowdonia National Park

Available for assessment from September 2021



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PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in Creativity and Innovation, Personal Effectiveness and Digital Literacy and apply them in an appropriate manner.

BRIEF

During your working life, it will be unusual for you to have just one job, it is more likely you will have a number of different jobs. You will have to apply for these jobs and go through an assessment process, which may include an interview and presentation. It is important you can sell yourself by using examples of the skills you have and how you have used them. Teamwork, a can-do and positive attitude and being creative are particularly valued by employers.

SNOWDONIA NATIONAL PARK

Covering 823 square miles of diverse landscapes, Snowdonia (Eryri) National Park is home to over 26,000 people. As well as being the largest National Park in Wales, Snowdon (Yr Wyddfa) is the highest mountain in England and Wales. We also have the largest natural lake in Wales, as well as some beautiful villages like Betws y Coed and Beddgelert. Snowdonia is an area steeped in culture and local history, where more than half its population speak Welsh. The National Park attracts millions of visitors each year who enjoy its beauty and the many outdoor activities on offer.



The National Park Authority's aims are to conserve and enhance the natural beauty, wildlife and cultural heritage of the area; promote opportunities to understand and enjoy its special qualities; and to foster the economic and social wellbeing of its communities.

With increasing visitor numbers, we sometime struggle to carry out these aims and manage impacts on the landscape and environment we look after. Here are some of the challenge we must consider; Anti-litter, Eco-tourism, dog fouling, anti-plastics, navigation equipment, correct clothing for the mountains, way finding, map skills, travelling around the park and The Countryside Code.

To help you experience business and the world of work you should work together with other pupils in a team of 3-6 members, to design and develop a product which will help to promote **responsible tourism** in the National Park. This could be sold in our Tourist Information Centres in Beddgelert, Betws y Coed and Aberdyfi.

You will display your idea and pitch it to a panel answering any questions asked.

The Enterprise and Employability Challenge provides you with an opportunity for you to show how creative and innovative you can be including the use of digital technology, as well as demonstrating people skills such as developing a rapport, listening skills, negotiating skills and trusting others. You may also demonstrate your assertiveness and leadership qualities.

CONTACTS

<https://www.snowdonia.gov.wales/home>