

# TRAVEL & TOURISM

LEARN AND HAVE FUN AT THE SAME TIME AS GAINING A QUALIFICATION FOR THIS CONTINUALLY EXPANDING AND EXCITING INDUSTRY.

Our new travel and tourism suite, which contains a travel shop and a simulated aircraft and baggage handling area, will help you to gain practical skills and an understanding of the types of careers available to you.

This wonderful and exciting world will open before you revealing the challenging and dynamic careers of an overseas representative, air cabin crew, travel agent, hospitality, airport, ground handling agents and many more. Also experience a variety of customs and cultures through visits to destinations such as Paris, Dublin, Thorpe Park, London, Manchester, Birmingham, Cheddar Gorge and many more.



For further information on careers in Travel & Tourism visit: [www.aimhigherwm-alps.org](http://www.aimhigherwm-alps.org) or call Student Services on **01384 363363** for a careers interview.

# HOSPITALITY, TRAVEL & TOURISM

BTEC INTRODUCTORY  
DIPLOMA - LEVEL 1

REF: 1989

## WHICH CAMPUS?

Broadway Campus

## WHAT WILL I STUDY?

This course will provide you with an introduction to the Hospitality, Travel & Tourism industry. You can study at either Certificate or Diploma level. Subjects which include:

- Working in hospitality, travel & tourism
- Customer service
- Social responsibility at work
- Financial management
- Personal effectiveness

### Specialist units:

- Food service with a smile
- Planning trips
- Using displays in travel & tourism

## HOW WILL I BE ASSESSED?

You be assessed by a mix of internal and external assessments.

## WHAT ARE THE ENTRY REQUIREMENTS?

You will need to have Entry Level or GCSEs grade F - G plus a successful interview.

## HOW LONG?

1 year.

## WHAT NEXT?

BTEC First Diploma in Travel and Tourism Level 2.

# TRAVEL & TOURISM

BTEC FIRST DIPLOMA -  
LEVEL 2

REF: 2152

## WHICH CAMPUS?

Broadway Campus

## WHAT WILL I STUDY?

If you want a career in Travel & Tourism this course is for you. You will study a range of subjects selected from the following:

- An introduction to the industry
- Tourist destinations
- Customer service
- The business of travel & tourism
- Marketing in travel & tourism
- Planning events

A work based project and a study visit are part of the course.

## HOW WILL I BE ASSESSED?

You will be assessed through a variety of assignment and external assessments.

## WHAT ARE THE ENTRY REQUIREMENTS?

You will need to have 4 GCSEs at grade D or above, or an equivalent qualification at a merit, or relevant work experience. You will also need to attend a successful interview. Key skills qualifications at Level 1/2 are desirable.

## HOW LONG?

1 year.

## WHAT NEXT?

BTEC National Certificate in Travel & Tourism Level 3 or employment as a Retail Travel Consultant, Business Travel Consultant, working within the Tourist Information Office or in the customer services industry.

# TRAVEL & TOURISM

BTEC NATIONAL CERTIFICATE - LEVEL 3

REF: 1868

## WHICH CAMPUS?

Broadway Campus

## WHAT WILL I STUDY?

The course will prepare you for entry to employment or higher education in Travel & Tourism. On this course you will learn all about:

- The travel & tourism industry
- The business of travel & tourism
- Marketing products & services
- Tourist destinations
- Customer service

**You will also choose 6 topics from a wide range of options, including:**

- Retail travel
- Tour operations
- Passenger transport operations
- Holiday representatives
- Incoming & domestic tourism
- Visitor attractions
- Handling air passengers

Residential/educational trips are an integral part of the course.

### Additional qualifications are:

- Airline Ground Crew
- Cabin Crew

## HOW WILL I BE ASSESSED?

You will be assessed through a variety of internal and external assignments.

## WHAT ARE THE ENTRY REQUIREMENTS?

You need to have one of the following:  
4 GCSEs at grade C or above including English

**OR** Intermediate qualification at Merit level

**OR** NVQ Level 2 or other equivalent qualification.

Key skills qualifications at Level 1/2 are desirable.

## HOW LONG?

2 years.

## WHAT NEXT?

HNC/D or Degree in Travel & Tourism or related subject or a career as a Resort Representative, Retail/Business Travel Agent, Airline Cabin Crew, or Tour Operator.

You could work within the industries of customer services, theme park operations, passenger transport and cruise liners.