

**“I want to be  
a holiday rep”  
KATIE MIDDLETON**



# Travel and Tourism

## BTEC FIRST DIPLOMA IN TRAVEL AND TOURISM



Stratford-upon-Avon College is the first college in the country to achieve the Training Quality Standard with excellence in hospitality, leisure, travel and tourism, in recognition of its outstanding work with employers.

### 1 year full-time, equivalent to 4 GCSEs at grades B/C

If you are interested in travel and tourism and have a willingness to learn and an ability to communicate, there are many exciting career opportunities. More and more people have increasing amounts of leisure time and want to travel for business or holiday purposes. Many organisations offer positions of responsibility and promotion at an early age to those with the right mix of qualifications, skills, experience and enthusiasm. This course provides a good basis of knowledge and skills for the industry.

#### Course Units:

You will be studying the following units:

##### Core Units:

- UK Travel and Tourism Industry
- UK Travel and Tourism Destinations
- Exploring Customer Service in Travel and Tourism

##### Specialist Units:

- Exploring Marketing in Travel and Tourism
- European Holiday Destinations
- Developing Employability Skills for Travel and Tourism

Your course is enhanced by qualifications, which include:

- Functional Skills: Information Technology, Communication and Application of Number
- An opportunity to re-sit GCSE Mathematics or English (for those who have achieved a grade D at GCSE)

There will be a number of organised visits to support your assignment work.

#### Assessment:

The course involves studying six units, all of which are achieved by completing group or individual coursework. There is additional support and advice available to help you achieve the qualification.

#### To Join the Course:

You will need:

- 2 GCSEs at grade D or Foundation Leisure and Tourism at merit grade
- An interest in Travel and Tourism
- Communication skills
- Willingness to learn

#### Further Opportunities:

- To progress onto the National Diploma Travel and Tourism course, first diploma at merit grade must be achieved.
- Enter employment in the industry. You will receive careers information and personal advice and guidance.

# BTEC NATIONAL DIPLOMA IN TRAVEL AND TOURISM



Stratford-upon-Avon College is the first college in the country to achieve the Training Quality Standard with excellence in hospitality, leisure, travel and tourism, in recognition of its outstanding work with employers.

## 2 years full-time, equivalent to 3 A Levels

The travel and tourism industry provides a wide range of different career opportunities and gives responsibility and promotion early to those with the right qualifications, skills, experience and enthusiasm. More and more people travel for leisure and business purposes. The amount of holidays/short breaks taken each year is increasing along with people's leisure time and desire for new and exciting experiences.

The course provides a good basis of knowledge and skills required in the industry. You will study twelve units in the two years and this is equivalent to two A Levels.

### Course Units:

#### Core Units:

- Investigating Travel and Tourism
- The Business of Travel and Tourism
- The UK as a Destination
- Customer Service in Travel and Tourism

#### Specialist Units include:

- Retail Travel Operations
- Marketing Travel and Tourism Products and Services
- Preparing for Employment in the Travel and Tourism Industry
- The European Travel Market
- Roles and Responsibilities of Holiday Representatives
- The Appeal and Importance of UK Visitor Attractions
- Work Experience in the Travel and Tourism Industry
- Entertainment for Holiday Makers

This course also includes:

- A UK/Overseas residential (compulsory part of the course)
- Air Cabin Crew Certificate
- Overseas Resort Representative Certificate
- Work Experience
- Visits to Travel and Tourism organisations

### Assessment:

This course is assessed and graded as pass, merit or distinction.

### To Join the Course:

You will need at least one of the following:

- 4 GCSEs at grade C or above, including English or Mathematics
- BTEC First Diploma with an overall merit profile

Mature students without formal qualifications who show commitment to the subject area may join the course following a successful interview.

### Further Opportunities:

- Progression to degree qualifications such as Travel Management or Tourism Development
- Enter a wide range of careers in the UK or abroad including Airline Ground Services and Cabin Crew, Travel Agencies, Tour Operations, Overseas Representatives, Visitor Attractions and Tourism Information. Management opportunities exist in all areas for those with ability and commitment.

