

## **Travel, Tourism & Aviation Edexcel BTEC Level 3 Foundation Diploma**

Study Mode: Full Time Programme Component | Course Level: 3

### **Is this course right for me?**

Do you have a passion for travel? Are you interested in learning about the world's fastest growing industry? Are you a 'people' person? Can you see yourself joining one of the 3.3 million people employed in the travel and tourism industry in the UK alone?

If you have answered 'yes' to any of the above questions then this is the course for you!

Travel and tourism is one of the world's largest industries and offers a huge variety of career opportunities - if you have a lively and enquiring mind, and want to combine your love of people and places with your passion for organisation and customer service this course will give your career the flying start it deserves.

This BTEC Level 3 Foundation Diploma is the most up-to-date travel and tourism course available, meaning that you will be studying the industry in its most recent form, putting you in prime position to watch first hand as the industry develops and adapts with changing times, bringing with it exciting new opportunities for the future.

This course will allow you to develop skills that are highly recognised and valued by employers and universities, such as itinerary planning, marketing skills, presentation and customer service skills, and in-depth destination and industry knowledge.

What's more, as part of the course, you'll also study for a Level 2 Award for Resort Representatives which will give you the skills, knowledge and understanding required to carry out the role of a resort representative, the employment opportunities available, preparing for the start of the holiday season, and managing airport and transport duties; as well as optional units in investigating the role of the children's representative and entertainment representative in a holiday resort.

An exciting and key part of this course is the first hand experiences you will acquire from the compulsory trips and visits. You will gain essential practical skills which will be enhanced by a range of visits to key travel and tourism organisations and learn from key industry representatives who will share their experiences and knowledge. Previous day visits have included London, Blackpool, Dudley Zoo, Cadburys World, Alton Towers, Carding Mill Valley, The NEC and Birmingham Airport. On top of that all Level 3 students have the opportunity to attend the residential study visit (previous destinations included Rome, Disneyland Paris and Krakow, Poland) and also the chance to take part in our Erasmus scheme where you will undertake a three week work experience programme in a European Destination.

Compulsory day study visit cost is £100 for the year (payable at enrolment).

Optional residential study visit will be approx £300.

Compulsory uniform for all travel and tourism students is black shoes/trainers, black trousers/skirts/jeans (no rips) and a travel and tourism college branded top available to purchase when you start your course.

ORDER KIT HERE: [www.laclothing.co.uk/wolcoll](http://www.laclothing.co.uk/wolcoll)

## **Entry Requirements**

To access this course you are required to have:

- Four or more GCSEs at Grade C / 4 or above including English and maths OR
- Level 2 Diploma in Travel and Tourism at Grade Merit or above

## **What will I learn?**

During year 1 of the Level 3 Travel and Tourism course you will study the following units:-

- The World of travel and tourism - an indepth look at the travel and tourism industry as a whole, it's component industries and how they all work together to be the fastest growing industry in the world.
- Global destinations - different global destinations and their successes and failures, why people want to visit certain places and how these destinations change over time
- Travel and tourism enterprises - how travel and tourism business begin and develop, developing a business plan and proposal for your very own business proposition
- Managing the customer experience in travel and tourism - importance of good customer service within the travel and tourism industry and the development of industry-specific skills required in the sector
- Visitor attractions - investigating first-hand some of the best visitor attractions around the UK
- Specialist tourism - investigating the many different faces of specialist tourism and discover why it is the new 'buzz' word in the industry

## **What skills will I gain?**

By studying this course you will:

- Increase your locational geographical knowledge and understanding for world wide destinations.

- Develop a deep understanding of the travel and tourism industry and its component parts.
- Develop your understanding of the developments that have shaped the current tourism sector
- Learn how the component industries work together
- Develop an appreciation for the importance of excellent customer service in the sector
- Develop your confidence and improve your skills in dealing with a range of customer types
- Understand the factors that affect tourism around the world
- Gain a valuable insight into the visitor attractions market
- Learn about the increasingly popular specialist tourism market and the potential job opportunities this sector holds.

## **How will I be assessed?**

Throughout the course you will be assessed in the following ways:

- Individual and group presentations
- Case studies
- Assignments
- Reports
- Role play
- Research projects.
- External assessments/exams in January and May

## **What can I do next?**

The skills you will learn from this course will enable you to:

- Pursue a career in a range of travel and tourism sectors such as as adventure holidays rep, cabin crew, a resort representative, a tour guide, travel agent, visitor attractions manager, a handling agent, airport staff, entertainment crew and many more in the UK or overseas
- Progress into Higher Education to study Tourism Management, Travel and Tourism Events Management, Adventure Tourism Management, Travel Journalism or Festival and Event Management

## Delivery

**Location:** Wellington Road Campus

**Start Date:** 02/09/2024

**Day:**

**Time:**

**Course Fee:**

**Course Code:** Q0903

**Study Mode:** Full Time Programme Component

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