

BTEC Level 3 Extended Diploma in Travel & Tourism

Full Time / Level 3 / Callywith College

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Travel and tourism is the fastest growing global industry with an estimated workforce of around 10% of the world's population. The travel and tourism sector offers the opportunity to work for international organisations that allow career paths to combine both work and travel. Studying the Diploma will enhance your geographical and business knowledge through the completion of the core and option units. The course also develops enterprise and entrepreneurship skills for employment as well as preparing students for university.



Why choose this course? ▾

The course will provide an insight into the world of tour operations and package holidays, including being a holiday representative, working as a travel agent or on a cruise line; the hospitality sector, including hotels ranging from budget to luxury, as well as restaurants, coffee shops and bars; tourist attractions, from purpose-built theme parks to historic houses; and the transport sector, including working at airports, and for airlines as cabin crew. Students will develop an understanding of key business concepts including marketing, finance, human resources, research and customer service.

A range of study visits will broaden experience of the industry and provide you with invaluable exposure to successful entrepreneurs and the scope of the UK tourism industry. This is an opportunity to take a

vocational course as an initial or further qualification and gain an understanding of the many sectors of the travel and tourism industry. It will develop understanding, knowledge and skills to a high level of competence for employment within the travel and tourism industry or for progressing to university.

Successful students progress to Higher Education; studying International Tourism Management, Events Management, Business Studies, Geography and Tourism, Marketing or other related subjects at university. Others readily find employment in a wide range of businesses in Cornwall, the wider UK, and overseas. As an industry it is home to more small and medium-sized enterprises than any other sector, so starting a business is another career option and core units like Travel and Tourism Enterprise will enable the development of these skills.

What will I learn? ▾

The course aims to provide a varied learning experience and will be a combination of a student-centred approach to learning, involving research for assignments, guest speakers, lectures, group work and discussions and a range of industry related study visits. An experienced team of lecturers many of whom have relevant industry experience will support student learning. Students will need to be prepared to work independently, carry out in-depth research and use a variety of sources of information.

The two-year programme will involve the completion of eight core units (two of which are external assessments) and five specialist units. The specialist units have been carefully selected to support progression to higher education and are selected to enable students to develop as wide a range of employability skills as possible.

All students completing the Diploma in Travel and Tourism will be expected to complete a work placement as part of the course. Students will be supported throughout the placement process by the work placement coordinator. The work placements are a fantastic opportunity to develop employability skills and gain invaluable experience within the travel and tourism industry. Students will spend one day a week in placement and three days a week at college.

Year 1: Foundation Diploma in Travel & Tourism

The first year is comprised of four core units which will form the foundation to studies in the travel and tourism industry. Students will begin to develop the knowledge and skills which are necessary to successfully complete a wide range of units. The focus is on building an understanding of the industry and the range of businesses that operate within it. Units will include the global travel and tourism industry looking at the impact of tourism on popular destinations, managing the customer experience and the enterprise unit. Students will begin to develop customer service and business skills. Successful completion of year one will enable progression on to year two.

Year 2: Extended Diploma in Travel & Tourism

Year two will further extend student knowledge of the travel and tourism industry. Research and investigations will expand to look at a range of trends and issues in the travel and tourism sector and how they affect the industry. Wider impacts of tourism here in the UK and discussions will focus on the potential for growth and continued development within the industry. Application of the skills and knowledge that have been developed will be used to complete an independent research project on a current travel and tourism issue. This will help students to develop essential report writing, analytical and evaluative skills.

Assessment Arrangements ▾

Achievement in this subject is dependent upon excellent attendance, punctuality and effort. Learning will take place in a friendly atmosphere, using a variety of assessment methods. Assessment is 19 % external assessment (1 written exam and 1 set task) the other 81% is comprised of 11 units that are coursework based. Assessment activity follows each element of course delivery, so progression is regularly monitored. Most assessments are in written format (word-processed not handwritten) there are units where role play and practical activities are core, these will be video recorded. Assignments are externally moderated by BTEC and overall grades of Pass, Merit, or Distinction will be awarded upon completion of the course.

Students need to be proficient using computers for research, and for coursework production. The aim should be to complete 10 – 15 hours of self-directed study a week, in addition to your timetabled class contact time.

Information & Support ▾

We encourage all students to read widely and conduct their own research into the topics they are studying. There are a wide range of materials available across the campus to support this ranging from newspapers, textbooks and Moodle. Each student will have a personal tutor, who will be one of your Travel and Tourism lecturers. They will support you in pastoral as well as academic matters. In addition, students will be able to access practical support from Student Services, Learning Services, and the College Job Shop.

There will be regular 1:1 meetings with your tutor to review your progress and, where appropriate students will be given the opportunity to attend drop-in sessions for tailored 1:1 support as well as a variety of opportunities to stretch and challenge the most able students. We encourage students to proactively engage with the support available in order to maximise potential.

Where will it take me? ▾

A qualification in Travel and Tourism is highly valued by many universities and employers alike. Students going on to higher education often move into specific areas of the industry, such as Cruise Management, Marketing or Events Management, as well as Travel and Tourism Management. For those going straight into work, job opportunities arise in many related areas, such as airports and airlines, hotels and tour operations.

What do I need? ▾

Four GCSEs at grade 4 or above in appropriate subjects (to include English Language or English Literature and/or Mathematics).

Additional Information ▾

Awarding Body

Edexcel / Pearson

Further information

To obtain more information about this course, please call: 01208 224000 or visit www.callywith.ac.uk