

Travel & Tourism Extended Certificate

Level 3

Duration: Two Years

Why Should You Take this Course?

This course provides an opportunity to study the exciting and evolving travel and tourism industry, which provides a wide and varied range of career options. It will give an insight into the various factors and issues that are currently affecting the industry. You will also learn valuable transferable skills in how to create presentations and carry out effective research.

Course Content

There are 4 units of study over the duration of the course.

The course includes a range of topics such as studying a variety of travel and tourism businesses in depth to find out the importance of both marketing and customer service. You will also investigate both long and short haul destinations throughout the world.

Year 1:

- The World of Travel and Tourism
- Principles of Marketing in Travel and Tourism

Year 2:

- Global Destinations
- Visitor Attractions

How will I be assessed?

You will be assessed using a variety of methods including written coursework assignment tasks, case study work, research tasks and externally assessed examinations.

Are there any special expenses?

Part of the course involves visiting a range of travel and tourism related businesses to enhance your understanding of the industry. This is an essential but enjoyable and worthwhile part of the course. Over the duration of the course there may also be the possibility of taking part in residential trips.

What Could I do next?

You will gain the knowledge and skills required for careers in the Travel and Tourism industry, such as working for an airline as cabin crew or working overseas for a tour operator as a holiday representative. The transferrable skills gained will also provide access to a range of career options, such as marketing and product development. You could also continue to study a range of university courses, such as Tourism Management, Event Management and Marketing.

Excellence

Can Do Attitude

Courage

Respect

Team Working

Achievement Driven

Entry Requirements

You will need 5 GCSEs with grades 9-4, including a grade 4 in English.

This course is equivalent to 1 A Level.



Excellence Can Do Attitude Courage
Respect Team Working Achievement Driven