

## **Travel, Tourism & Aviation Edexcel BTEC Level 3 National Extended 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 Extended 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, you will also study for a Level 2 Certificate in Introduction to Cabin Crew which will develop your knowledge and understanding of the role of cabin crew, airline health, safety and security, how to respond to planned and unplanned emergencies on-board an aircraft, selling products and services to passengers, and making passenger announcements on-board aircraft.

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**

Successful completion of the Level 3 Foundation Diploma in Travel and Tourism (Year 1)

## **What will I learn?**

During the course you will study the following units:-

- Principles of marketing in travel and tourism - the principles of marketing and how these principles are used within the travel and tourism industry
- Researching current travel trends and key issues in travel and tourism - completion of a research project on a topic of your choice
- Managing accommodation services - the skills needed to understand the accommodation sector, an integral part of the travel and tourism industry
- Events, conference and exhibitions - an indepth look at the sector, giving you the knowledge needed to explore a potential career or choose to continue further studies at university
- Sustainable tourism - investigating how the travel industry is keeping up-to-date to adapt to the needs of customers and the planet, now and in the future
- The airport experience - looking at a customer's airport experience from arrival to departure
- The UK as a tourist destination - why the UK is the 9th most popular tourist destination in the world and what motivates tourists to visit

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

Whilst completing your second year you will gain the following valuable skills sought after by employees and universities alike:-

- Researching and proposal skills
- Academic writing skills and referencing knowledge
- Presentation skills
- Indepth knowledge of industry components and how they successfully work together
- Enhanced knowledge of the UK as a world leading tourism destination
- Marketing and branding skills

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

A variety of assessment methods are used including individual and group presentations, case studies, assignments, reports and marketing and event presentation materials.

## What can I do next?

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

- Pursue a career in any of the travel and tourism sectors such as visitor attractions managers, cabin crew, resort representatives, adventure tour guides, specialist travel agents, handling agents, airport staff and many more
- Complete the second year of your programme and progress further to our HNC
- Move on to a HE course in tourism management, travel and tourism events management, adventure tourism management, travel journalism or festival and event management (when achieved alongside other qualifications such as previously gained GCSE's and/or BTEC First Diploma)

## Delivery

**Location:** Wellington Road Campus

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

**Day:**

**Time:**

**Course Fee:**

**Course Code:** Q2066

**Study Mode:** Full Time Programme Component

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