ALL SAINTS
Sixth Form College
at The Academy of St Nicholas

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TRAVEL & TOURISM

Vocational

What is this course about:

This course will provide learners with the underpinning knowledge, understanding and skills associated with tourism organisations and activities. The qualifications will provide a broad basis for further or higher education or for moving into employment.

What you will study:

The Global Tourism Industry

- Sectors of the tourism industry
- Tourists and motivations for travel
- Structures and interrelationships in tourism
- The value of tourism to the economy

Managing the Customer Experience

- Factors that influence customers
- Setting standards for the customer experience through policies, procedures and legislation
- The importance of delivering and monitoring the customer experience
- Delivering and evaluating customer experiences

Global Destinations

- Worldwide destinations
- Key tourism features of a destination
- Factors that motivate tourists
- Developing tailor-made holidays

Planning, Co-ordinating and Running an Event Digital

- The range and management of events
- Planning and preparing for an event
- Running and evaluating an event

Digital Marketing for Tourism and Events

- The role of digital marketing
- Legal and ethical considerations for digital marketing
- Planning a digital promotional campaign
- Creating and reviewing a digital promotional campaign

How you will be assessed:

Students are required to sit a combination of external examinations and coursework which is marked internally and externally moderated.

What will it prepare you for:

This qualification has been designed for learners who want to learn about the sector and the potential it can offer them for their careers or further study. It is most suitable as a foundation for further study or training. This further study would provide learners with the opportunity to develop a range of specialist and general skills that would support their progression to employment in areas such as:

- Cabin crew
- Travel agent
- Airport apprenticeship
- Hospitality
- Heritage officer
- Cruise ship steward
- Property