Travel and Tourism

Forth Valley College

Venues

Stirling Campus

Content

This course will prepare you for a range of employment opportunities in a broad spectrum of organisations in the travel and tourism industry. Travel and tourism continues to be an important and growing sector in Scotland and the UK, and career opportunities are wide and varied. The HND course has a focus on the development of personal and interpersonal skills that are required for employment in the Travel and Tourism industries, along with specialist knowledge and skills in several key areas.

The course involves a variety of approaches to learning with project work, investigative activity and practical activity all involved.

As the industry continues to recover and grow, there is now a shortage of qualified staff and employment opportunities are predicted to increase. Now is a great time to start your journey towards a career or further study in Travel and Tourism.

Year 1:
Structure of the Travel and Tourism Industry; Applying Marketing Principles in Travel and Tourism; Creating a Culture of Customer Care; Travel and Tourism: Graded Unit 1; Business Communication; Preparation for Employment in Travel and Tourism; International Tourist Destinations; Digital Culture: Online Communications; Visitor Attraction Operations; Research Skills; Tour Guiding and Resort Representation; Business Travel: An Introduction; Business Travel Operations; Retail Travel Practice.

Year 2:
Influences on the Travel and Tourism Industry; Marketing Planning in Travel and Tourism; Planning and Sustainable Development in Tourism; Tour Operations; Tourism: Graded Unit 2; Developing the Individual Within a Team; Visitor Attraction Management; Scottish Tourism Product: Niche Markets; Practical Travel and Tourism Visit; Work Experience; Airline and Airport Operations; Roles of History, Culture and Genealogy in Scottish Tourism.

Start Date

August

Qualification

HND

Study Method

Full time

Course Length

2 years

Department

Tourism

Entry Requirements

2 relevant Highers, or relevant national qualifications at SCQF Level 6. Applicants who do not meet this criteria, but have experience or alternative qualifications will be considered. Interview.

SCQF Level

8

SCQF Points

«SCQFPoints»

Progression Routes

Relevant degree programme

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

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Website

www.forthvalley.ac.uk