

Tourism

Forth Valley College

Venues

Falkirk Campus
Stirling Campus

Content

This programme prepares students for a range of positions in a broad spectrum of organisations in the travel and tourism industry. Travel and tourism is an important and growing sector in Scotland and the UK and career opportunities are wide and varied.

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 at a number of Scottish universities.

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

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Website

www.forthvalley.ac.uk