Travel and Tourism

Ayrshire College

Venues

Ayr Campus

Content

Are you interested in travelling or having the opportunity to see the world through working abroad? Or perhaps when you were at school, you studied Travel & Tourism and would like to take it to the next level. As the world slowly starts to get back to normal, Travel & Tourism will emerge as one of the boom industries. So, this is the best time to begin your journey and kick start your career in this fast-paced environment.

Content:

Global tourism's economic impact; the art of selling tourist destinations; Tour guiding and itinerary planning; Destination marketing using digital and social media; Customer care and satisfaction skills; Destination visits, such as Edinburgh Dungeons and Auchrannie Resort; business and ICT skills; and written and verbal communication skills.

Start Date

August

Qualification

HNC

Study Method

Full time

Course Length

1 year

Department

Travel and Tourism

Entry Requirements

1 relevant Higher, or relevant national qualifications at SCQF Level 6. Applicants with appropriate experience or other training may be accepted without formal qualifications. A place on the course is subject to an interview process.

SCQF Level

7

SCQF Points

«SCQFPoints»

Progression Routes

Relevant national qualifications at SCQF Level 8 or progression to employment.

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

Dam Park
Ayr
KA8 0EU

Website

www1.ayrshire.ac.uk