

## 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