

## Travel and Tourism

Ayrshire College

### Venues

Ayr Campus

### Content

In this course, you'll look in detail at tourism in Scotland - how important it is to the Scottish economy, how we can sell Scotland to people as a destination, and what it's got to offer tourists. You'll then look at tourist destinations across the UK and internationally.

You will:

look at tour guiding and the importance of well organised tours and itineraries to a tourist attraction; learn how to market your destinations effectively, including making best use of digital and social media; focus on customer care and satisfaction; and explore business and ICT elements such as finance and administration.

### Start Date

August

### Qualification

HNC

### Study Method

Full time

### Course Length

1 year

### Department

Hospitality, Tourism and Events

### 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

HND Travel and Tourism, other 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](http://www1.ayrshire.ac.uk)