

COWLEY

SIXTH FORM COLLEGE

LEVEL 3

TRAVEL AND TOURISM

Overview

In your first year we will investigate the industry as a whole looking at all the employment opportunities as well as trends and factors that have affected tourism around the world. In addition, you will gain a hands on insight into how to market a travel and tourism product or service.

In year two, we will look closer to home and analyse the many visitor attractions that the UK offers, as well as doing an in depth study of tourism further afield in our Global Destinations unit.

Lessons

The travel industry as whole is constantly evolving and your lessons here will reflect this. Staff use up to date industry reports and news items to make your lessons relevant and stimulating. You will be required to do your own research too and be prepared to present your findings verbally.

Lessons will include talks from guest speakers who currently work within travel and tourism, such as Cabin Crew.

Outside the classroom

In the past, educational visits have included a visit to Liverpool John Lennon Airport, and Manchester Airport.

Equipment that you will need

Basic stationery: pens, pencils, a notepad and a lever arch folder. Having a keen interest in current affairs and news issues that can affect the travel and tourism industry will be beneficial to your studies.



I have enjoyed learning about the travel and tourism industry as a whole and how all businesses in the industry work together to provide the services we use when booking and going on holiday.

Taking this course has made me realise that this is the industry I want to work in.



Progression

Many students who study Travel and Tourism go on to complete a degree in areas as Event management, Tourism development and Hospitality.

Several of our students have gone on to work in the industry as cabin crew, resort representatives, travel agents and events coordinators.