

# Diploma in Travel and Tourism

GEM Workshop

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# Diploma Scope

- Two SSC sector footprints
- Travel and Tourism
- Passenger Transport
- Industries and sub-industries

It is this that makes it different!

Refer to leaflet

# Foundation Diploma

## Topics for the Foundation Diploma

Topics	GLH
1.1 Planning Journeys	30
1.2 Destinations	60
1.3 Looking after customers	60
1.4 Working in travel and tourism	30
1.5 Creating and delivering travel and tourism products and services	60

# Higher Diploma

## Topics for the Higher Diploma

Topic	GLH
2.1 Destinations	60
2.2 The UK travel and tourism sector	60
2.3 The customer experience	60
2.4 Working in travel and tourism	60
2.5 The business environment	60
2.6 Promotion and sales	60
2.7 Creating and delivering travel and tourism products and services	60

# Advanced Diploma

## Topics for the Advanced Diploma

Topic	GLH
3.1 People in travel and tourism	90
3.2 Destinations and cultures	60
3.3 Environmental influences	60
3.4 Image and perception	60
3.5 Political and economic influences	60
3.6 Technology in travel and tourism	60
3.7 Changes and trends	60
3.8 Creating and delivering travel and tourism products and services	90

# Principal Learning

- Available on Awarding Organisation websites:
- AQA <http://www.diplomainfo.org.uk/travel-and-tourism.asp>
- OCR  
[http://www.ocr.org.uk/qualifications/type/diploma\\_2010/index.html](http://www.ocr.org.uk/qualifications/type/diploma_2010/index.html)
- Edexcel <http://www.edexcel.com/quals/diploma/travel-tourism/Pages/default.aspx>

# Diploma in Travel and Tourism

50% of the principal learning for each level should be applied. Applied learning involves:

- Linking understanding and learning activities to travel and tourism job roles
- Interaction with professionals within travel and tourism and passenger transport

# Diploma in Travel and Tourism

- Real-life investigations e.g. Interviewing visitors to an attraction about the customer experience
- Learning through doing e.g. work experience, role play
- Interaction with other learners through group work
- Learning in different environments e.g. asking questions during visits to different workplaces
- Developing websites and other resources based on real-life employer scenarios
- Planned visits to museums and galleries

# Engaging with Employers

- Plan your meeting with employers
- Explain the advantages of employers taking part in work-related learning
- Contact employers well in advance and confirm details
- Be specific in your requests to employers
- View employers as customers e.g. You want to impress them and gain their loyalty
- Support at: <http://diploma-support.org/resourcesandtools/insidework/ee/TT>
- DDP examples provided

# Workforce Support

- SSAT National Diploma Line Lead (NDLL)
- SSAT specialist trainers & Regional Networks
- [www.diploma-support.org](http://www.diploma-support.org)
- [www.diploma-support.org/communities](http://www.diploma-support.org/communities)
- Practitioner Handbook - <http://www.diploma-support.org/system/files/Diploma%20in%20Travel%20and%20Tourism.pdf>
- Regional events – EBPs, Development Agencies
- Resources and information [www.tandtdiploma.co.uk](http://www.tandtdiploma.co.uk)
- Register to receive Monthly Newsletter

# Additional and Specialist Learning

- Has to be less than 30% overlap with Principal Learning
- Specialist learning adds breadth and depth to the Diploma
- Gives learners the opportunity to personalise their programme of study and follow their interests
- Supports progression – examples at

<http://www.qcda.gov.uk/27034.aspx>

# Additional and Specialist Learning

Themes for specialist learning include:

- Business Travel
- Rural Tourism
- Conferences, Events and Exhibitions
- Passenger Transport Qualifications
- Tourism Regeneration
- Holiday Entertainer
- Specialist Holidays
- Cruise

# IAG

- [www.qcda.gov.uk/18073.aspx](http://www.qcda.gov.uk/18073.aspx) - Diploma progression illustrations
- [www.diploma-support.org/communities/IAG](http://www.diploma-support.org/communities/IAG) - discussion and support for those providing IAG
- [www.igengroup.co.uk](http://www.igengroup.co.uk) – impartial services for stakeholders
- [www.tandtdiploma.co.uk/careers/](http://www.tandtdiploma.co.uk/careers/)
- [www.uksp.co.uk](http://www.uksp.co.uk) – hospitality, leisure, travel & tourism
- [www.careersinpassengertransport.org](http://www.careersinpassengertransport.org)
- <http://careerscope.springboarduk.net/>