



BRENTWOOD
OPEN LEARNING COLLEGE

DIPLLOMA IN

TRAVEL AND TOURISM

Web: www.bolc.co.uk

Email: admissions@bolc.co.uk

Course Introduction:

Tourism industry is on the boom, offering great career employment opportunities around the world.

BOLC Diploma in Travel & Tourism will provide you a strong foundation for starting a career in this highly lucrative industry. The course will equip you with all the essential knowledge and technical skills required to work in tourism industry. The course is ideal for you if you want to work for an airline or as a tour operator or even if you are interested to start your own business.

“Excellent course. Very easy to understand and flexible study. I am already working in a travel agency and was looking for a suitable accredited course. This is absolutely the one I wanted.”

Dalila Stali

Course Benefits	BOLC Diploma
Accredited Course	✓
Full Tutor Support	✓
Delivered through distance learning	✓
Self paced, no fixed schedules	✓
Available to students any where in the world	✓
Interest Free Fee Instalments	✓



Course Duration: 1 Year (Flexible)

Entry Requirement:

There is no particular entry requirement for this course.

Course Accreditation:

Diploma in Travel and Tourism
(Level 4)

Awarding Body: ABC Awards

Fee Schedule:

Total Fee: **£560** (Including Admission Fee)

Admission Fee: **£104**

12 Monthly Instalments: £38 / Month

There is **£100** discount if fee is paid in full.

Discounted fee: £460

ABC awards
Part of the emfec group

**Quality Licence
Scheme**



UNIT 1**Introduction to Travel & Tourism**

What is Tourism?
 Leisure Tourism
 Changes in Travel and Tourism
 Type of Tourist Destinations
 The factors Affecting the Appeal of
 Leisure and Tourism Destinations

UNIT 2**The Tourism Products and Services**

The Marketing Mix
 Components of the Tourism Product
 Destinations
 The Product Life Cycle

UNIT 3**The Travel and Tourism System**

Organizers and Retailers
 Travel Management Services
 Price Integrity
 Risk & Responsibilities
 Choosing Foreign Tour Operators
 Information Technology & the Travel
 Trade

UNIT 4**Managing Tour Operations**

Developing & Managing Linkages with
 Principal Suppliers
 Managing Recruitment and Trained
 Manpower
 Operations Department
 Managing the Marketing of Tour
 Packages

UNIT 5**Marketing in Travel & Tourism**

Marketing Strategy
 The GTA's Marketing Role
 Marketing Research
 Promotional Activities
 Measuring Promotional Effectiveness

UNIT 6**Quality Management and
Customer Care**

Introduction
 Concept of Quality Management in
 Services
 Quality Management in Tourism
 Caring For Customers in Tourism

UNIT 7**Human Resource Management**

The Importance of HR
 The Human Resource Development
 Strategy
 Linking Types and levels of Training
 Surveys of the Workforce
 Human Resource information system

UNIT 8**Transport Management**

Transport Principals
 Coaches and Buses
 Advantages and disadvantages of
 different types of transport
 Planning
 Organisation
 Issues in Transport Management

UNIT 9**Crisis Management**

Before the Crisis
 During a Crisis
 Following A Crisis: Recovering
 Tourist Confidence

UNIT 10**Managing Public Awareness
Programmes**

The Role of Public Awareness
 About which issues should the local
 Community
 The Role of a local Community tourism
 action Group

UNIT 11**Sustainable Tourism and
Development**

Sustainable Development
 Sustainable Tourism and Development
 Approaches
 View of WTO
 Roles & Responsibilities

Your Learning Experience - FAQs

How is the course delivered?

Guided learning hours for the course are 200 to 250. The course is flexible you can work according to your own schedule. The course is assignment based after each course unit you will complete an assignment which you will submit to your tutor for marking. The tutor will mark the assignment and will upload feedback on the portal within 10 working days of the assignment being submitted. On successful completion of the unit you will move on to the next unit and this you will complete your course. There is no formal exam to take at the end.

How will I study?

When you enrol on this course you are assigned a personal expert tutor, to guide and encourage you throughout your studies with the College. Your tutor will be available throughout your course to give you help with specific issues, and difficult topics. Relevant practical exercises and projects are introduced throughout the course aimed at applying the theory and skills learnt.

What is so special about this course?

This is a unique course. We start from the very basics and give you all the essential knowledge required for working in the field successfully.

What support do students get?

Learning Material

All the core learning material will be provided to you from the college. You don't have to buy any text books. However we encourage our students to conduct their own further reading.

Additional Supporting Material

Additional support material and useful links are available on the LMS (Learning Management System) for further reading.

Tutor Support

When you enroll on any of our courses you are assigned a personal tutor to support you with your studies. You complete all this work under the supervision and guidance of your tutor who provides you feedback on your assignments and course work on regular basis throughout your course.

Online Discussion Forum

Our online forums enable you to share ideas with other students and support each other throughout your studies. Tutor's regularly review the forums and reply to student's questions or concerns.

Is the course accredited?

This course has been accredited under ABC Awards QLS (Quality License Scheme) by Brentwood Open Learning College. ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government for their qualifications on the national framework i.e. the Qualifications and Curriculum Framework (QCF). It has a long established reputation for developing and awarding high quality vocational qualifications across a wide range of industries.

As a registered charity, ABC Awards combines 180 years of examination and assessment expertise but also implements a responsive, flexible and innovative approach to the needs of our customers.

How much does it cost?

The full course fee is **£560**

There are two Options available for you.

Option 1

When paying full fee in advance you will get **£100** fee discount and will pay **£460** for the complete course.

Option:2

When paying in instalments you will pay **£560** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£104**. Then **12** instalments of **£38** each.

The fee covers complete cost of your course which includes: the cost of registration, course study material, tutor support and certification fee.

Payment Methods

We at BOLC offer you the variety of payment methods to make the payment process easily manageable. You can choose any of the following methods to pay your fee:

- ☞ **Credit or Debit Card**
- ☞ **PayPal**
- ☞ **Bank Transfer**

Can I pay my fees in instalments?

Yes, you can pay your fee in up to 12 interest free monthly instalments. However there is special fee discount available for those paying in full at the time of admission.

Career opportunities

You could be employed by any of the operators that organise group package tours, ranging from large, international companies to small, specialist firms. Vacancies may be advertised in the press and on tour operators' websites, or you could contact tour operators for details of recruitment. With experience, you could progress into a management job.

How to Apply?

Online:

You can enroll online by completing the **Apply Online** form on www.bolc.co.uk

OR

Email:

You can contact us on admissions@bolc.co.uk and we will send you all the course information along with the application form which you can fill in and return to us on the same email. After processing your application form we will send you an invoice for the payment of your fee along with guidance on making payment.



Apply Now!



CONTACT US

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