



**BRENTWOOD**  
OPEN LEARNING COLLEGE

**CERTIFICATE IN**

**TRAVEL AND TOURISM**

Web: [www.bolc.co.uk](http://www.bolc.co.uk)

Email: [admissions@bolc.co.uk](mailto:admissions@bolc.co.uk)

## Course Introduction:

Tourism is the vital part of economy for many countries. Tourism industry is continuously growing worldwide and this has created lots of job opportunities for individuals with the appropriate skills and qualifications.

This course presents a broad view of the tourism management and explores issues and problems that managers and others are likely to face while working in the industry. The course prepares you for a wide range of possible careers in travel and tourism. i.e. official tourist organisations, hotels, tour operating and travel agency companies, transport companies and other government companies where knowledge of tourism management is valued.

## Course Benefits

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:** 200 Hours (Flexible)

**Entry Requirement:**

There is no particular entry requirement for this course.

**Course Accreditation:**

Certificate in Travel and Tourism  
(Level 3)

**Awarding Body:** ABC Awards

**Fee Schedule:**

Total Fee: **£395** (Including Admission Fee)

Admission Fee: **£95**

**12 Monthly Instalments: £25 / Month**

There is **£80** discount if fee is paid in full.

**Discounted fee: £315**



## UNIT 1

### **Introduction to Travel & Tourism**

What is Tourism?  
Leisure Tourism  
Business Tourism  
Changes in Travel and Tourism  
Types of Tourist Destinations

## UNIT 2

### **Tourism Products and Services**

The Marketing Mix  
Components of the Tourism Product  
The Product Life Cycle  
The Travel and Tourism System

## UNIT 3

### **Managing Tour Operations**

Developing and Managing  
Linkages with Principal Suppliers  
Inbound Tour Operations  
Outbound Tour Operations  
Managing Marketing for Tour  
Operations

## UNIT 4

### **Marketing Management**

Marketing Strategy  
Market Research  
Promotional Activities  
Measuring Promotional Effectiveness

## UNIT 5

### **HRM**

The Importance of HR  
HR Development Strategy  
Linking Types and Level of Service  
Human Resources Information  
System

## UNIT 6

### **Transport Management**

Planning, Organising and  
Marketing for Road Transport  
Advantages and Disadvantages of  
Different Types of Transports  
Issues in Transport Management

## UNIT 7

### **Quality Management**

Concept of Quality Management in  
Services  
Quality Management in Tourism

# 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 **£395**

There are two Options available for you.

### Option 1

When paying full fee in advance you will get **£80** fee discount and will pay **£315** for the complete course.

### Option:2

When paying in instalments you will pay **£395** for the complete course. This fee will be paid according the following schedule:

At the time of admission **£95**. Then **12** instalments of **£25** 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](http://www.bolc.co.uk)

OR

### Email:

You can contact us on [admissions@bolc.co.uk](mailto: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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