

TRAVEL AND TOURISM MANAGEMENT

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TRAVEL AND TOURISM MANAGEMENT

Tourism is arguably the world's **single biggest industry**, accounting for millions of jobs in the UK and around the world. Yet it is much more than an industry, it is a **cultural activity** capable of changing the world we live in and changing the way we look at our world. It is this **cultural dynamic** that we believe makes the study of travel and tourism **exciting and important**.

If you are thinking about taking a course to help you land your ideal job in the tourism industry then studying on our BSc programme provides an excellent way to distinguish yourself in a competitive market.

Is this course for me?

Many of the students taking this course are **school leavers** who want to start a career in the travel and tourism industry. However, if you are already employed in the travel industry this course will **enhance your qualifications and employability** to enable you to work in a **management position** in the travel and tourism sector.

It doesn't make a difference if you are a UK or International student because our qualifications are **globally recognised and respected**.

Entry Requirements:

- 2 **A-Levels** and 4 **GCSEs** (Grades A*-C)
- **IELTS** certificate (a minimum score of 5.5 in writing) for non-native English speakers.
- Diploma or HNC in Travel & Tourism Management
(**Recognised international equivalents** of these qualifications are acceptable. Students may also be exempt from A-Level requirements if they have substantial work experience.)

Start Dates:

- February / June / October

Course Location:

- London

Study Method:

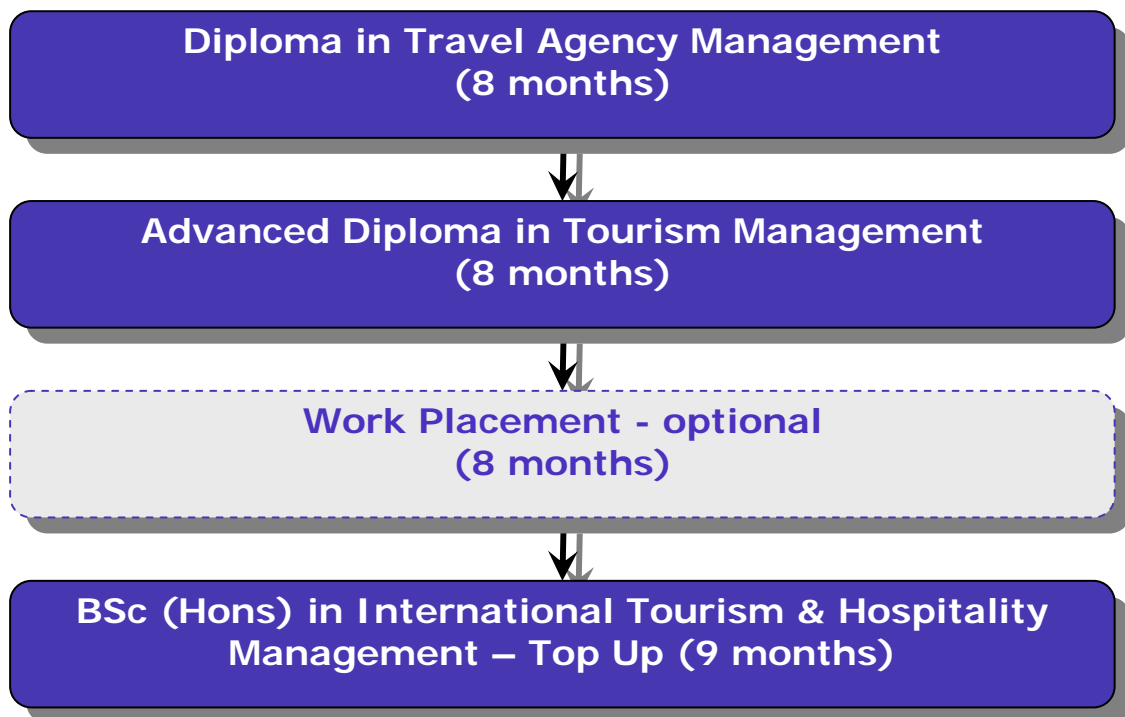
- Full Time

Awarding Bodies:

- The Diploma and Advanced Diploma are awarded by **CTH** (Confederation of Tourism and Hospitality) and endorsed by the **Institute of Hospitality** (formerly HCIMA)
- The BSc in Travel & Tourism Management is awarded by the **University of Sunderland**

PROGRESS CHART

Start at a level that matches your current academic qualifications and work experience.



DIPLOMA IN TRAVEL AGENCY MANAGEMENT (8 months)

This course will introduce you to the **major areas** that make up the travel industry. You will gain a thorough understanding of the **principles of each area** which will be the **foundation for your further studies**.

Course Modules:

1. Travel Geography

Travel Geography gives you an overall understanding of both **domestic and international** travel geography. The syllabus covers different travel locations and how various forms of international travel resources (including coastal beach development, wildlife resorts, national parks, etc) attract tourists.

You will study world tourism patterns and the direction of flow that tourists follow. Finally, you will investigate important issues that affect the development of tourism destinations.

2. The Tourism Industry

The aim of this module is to give you an overall understanding of the **nature and history of tourism** so that you will be able to evaluate the impact of tourism on a country's economy, community and the environment.

To increase your understanding of the tourist as an individual, this module also looks at a range of **tourist needs** and the factors that **motivates them to travel**. You will also learn about the development and distribution of tourism products.

3. Business Computing

Business Computing will teach you how to use Computing for different purposes in the business environment through some **common computer programmes**.

After successfully completing this module, you will be able to apply basic word-processing techniques on **Microsoft Word** and construct simple spreadsheets on **Microsoft Excel**. You will also have a thorough understanding of how to use basic database applications through **Microsoft Access** and apply presentation tools through **Microsoft PowerPoint**.

4. Travel Agency and Tour Guiding Operations

This module is an introduction to the **principles and practices** of the retail travel industry and tour guide operations. As part of the syllabus, you will assess the nature and development of travel agency products and services and look into the legal considerations involved when operating a travel agency.

You will also evaluate the **internal procedures and activities** that managers have to control when they run a travel agency. Finally, the **characteristics and techniques** that travel consultants and tour guides need to operate successfully will be investigated.

5. Introduction to Business Operations

Introduction to Business Operations will give you a broad overview of the complex world of travel and tourism business operations.

It will provide you with an overview of the separate **functions and activities** that managers have to carry out in a modern organisation. You will learn about the critical issues that affect all businesses worldwide, and how to evaluate these issues to **optimise business performance**.

6. Finance for the Travel Industry

This module will teach you about the knowledge, skills and techniques which managers require in order to make important decisions in the travel industry. You will also learn how to **investigate and interpret financial accounts** and examine the importance of costs and profit in the travel agency.

7. Marketing

Skills you learn in this course will enable you to investigate the **concepts of marketing from a tourism perspective**, analyse the role of the **marketing mix**, evaluate the components that make up the **promotional mix** and analyse the **marketing cycle** in a hospitality and tourism environment.

8. Fares & Ticketing Level 1 (Virgin Atlantic)

Skills that you learn on this course will provide you with the **basic knowledge** you need to become a professional within the travel industry. It will give you a through introduction to the **practical skills involved in planning, quoting and booking flights**.

You will also explore **IATA Geographical Areas** and **Global Indicators** plus the **IATA Airline coding system**, and how to identify different fares and ticket types. You will investigate different baggage allowances and learn about various tax and security charges.

9. Fares & Ticketing Level 2 (Virgin Atlantic)

On this part of the course you will build on the skills that you have acquired on your VA1 course. It will provide you with essential in-depth knowledge of the relevant systems, so that you will be prepared to answer the Fares and Ticketing questions that you will face from customers in the real world.

10. Computer Reservations (GDS - Galileo)

This course has been designed in a **logical step-by-step format** to teach you how to use Galileo, one of the most popular airline computerised reservation systems, referred to as Global Distribution Systems, on which the travel industry depends.

To develop your skills you will learn about checking flight availability, reserving seats on scheduled air services, arranging car hire and making accommodation or car hire bookings.

Other topics this module covers include encoding and decoding cities, retrieving and amending bookings, seat selection, dealing with special requests like wheelchair access, and handling queues.

ADVANCED DIPLOMA IN TOURISM MANAGEMENT (8 months)

On the Advanced Diploma in Tourism Management course you will **build on the knowledge** you have gained from prior studies. You will learn how to make decisions, solve problems and carry out research as a manager in the tourism industry.

Course Modules:

1. Tour Operation

This module will give you the opportunity to investigate the Tour Operation sector of the travel and tourism industry, including different types of operators, their products and services, the size of the tourism sector and how it is influenced by trends and developments.

In this unit you will also explore the different techniques for predicting the value of **currency valuations** and how to take appropriate action. You will look into the **legal framework** under which tour operation takes place and learn how to compile and implement various policies. Finally you will explore the different **marketing options** available to tour companies.

2. Management Accounting

In this module you will learn about the **financial and accounting records** used in the Hospitality Industry and how they can assist managers to **make quality decisions**. You will study in detail about Sales & Cash Budgeting, Marginal Costing and Financial Accounts for internal use.

3. Strategic Tourism Management

Strategic Tourism Management is designed to make you aware of the **strategic planning process** and how it influences organisations in the travel industry. You will gain a thorough understanding of **tourism policy making** and learn how to establish and apply innovative strategic planning approaches which are in line with corporate policies.

You will learn about the **relationship between policy and practice** and how to develop effective mechanisms to monitor issues and trends. Finally you will explore the necessary tools needed to analyse, define, plan and **manage the changing tourism environment**.

4. Sustainable Tourism & Destination Management

The aim of this subject is to help you reflect on key issues that you have learnt about at Diploma level and how they relate to each other. This will help you to see the “bigger picture” regarding how to manage a tourism destination and use sustainable tourism methods.

You will also learn how to report critically on the **principles and practices** involved in eco-tourism. To develop your practical skills you will be trained to **apply development theories** to specific tourism destinations.

5. Human Resource Management (HRM)

The purpose of this module is to give you the **underpinning knowledge and skills** of Human Resource Management which leaders need in the hospitality industry. This module will teach you how managers of **all levels** can have an impact on the efficiency of an organisation. You will analyse the **legal framework** which guides HRM policies and practices.

The skills you will learn in this module will also enable you to select **strategies for recruitment, placement and training of staff**, to decide on appropriate **remuneration or reward packages** and finally how to effectively **delegate responsibilities** to employees in the various levels of the organisational structure.

6. Management Research Report

This module offers you the opportunity to carry out a research report that involves **analysing and interpreting data** and making **recommendations** for future action. The aim of this module is to **develop your independent research and study skills**. You will learn how to collect relevant data, interpret this data and present it in an appropriate format on a subject of your choice.

OPTIONAL WORK PLACEMENT/INTERNSHIP (8 MONTHS)

You have the option to undertake work placement of 6 months as part of your **sandwich degree programme**.

This is the perfect opportunity to practise what you have learnt so far in **real life situations**, plus you will gain the important experience employers prefer when they choose between job applicants. Work placement is a great way to **enhance your CV** and can be a **foot in the door** to your dream job. Many Oxford House College students have impressed their employers so much that they have been offered **permanent jobs** after they have graduated.

Put simply, companies want people who can start working **from day one**, so the more you know before you start, the better your chances of being considered for a full time job after you graduate.

Oxford House College will arrange a placement for you in an area related to business.

The types of task you will do vary between employers but will range from **shadowing** (literally following someone around to learn how they do their job) to more **general roles** such as office management activities or even a **specific role** on a particular project.

We cannot guarantee payment for work placements but employers usually pay the **minimum wage** to cover the student's living expenses. Please remember that the main objective is for you to **gain valuable experience**. You will receive support from Oxford House College throughout your work placement.

Please note that work placement can only be taken **in between** the International Advanced Diploma and your Top Up year.

BSc (Hons) IN INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT – TOP UP (9 MONTHS)

The BSc (Hons) in International Tourism & Hospitality Management will turn you into an **empowered graduate** who is equipped with the skills and knowledge which are currently in high demand from employers both nationally and internationally.

On this course you will increase your management skills in key business areas such as strategic planning and development, operational implementation, teamwork and customer care.

The main objective is for you to learn how to **evaluate business models critically** and apply them to **real business situations at a strategic level**.

Course Modules:

1. International Hospitality Management

International Hospitality Management will cover a wide range of aspects relevant to the hospitality industry. Since the focus will be on **contemporary issues** the exact content will **vary from year to year**.

However, topics you will cover include the impact of globalization on the hospitality industry, strategic hospitality management, change management in the hospitality industries, international marketing and branding, global trend analysis, the impact of IT, event management and finally food management in the hospitality industry.

2. Strategic Planning for Tourism & Leisure

This module investigates the **goals, rationale, scope and nature** of visitor industry planning. You will evaluate standard techniques and approaches which managers use in the visitor industry to carry out the strategic planning process effectively.

Other skills you will develop during this course include applying the principles and practices of marketing at a strategic level, and carrying out strategic planning within the practical constraints associated with tourism in a mixed economy.

3. E-Tourism

There is an important **relationship between IT and tourism** which impacts on future potential developments in the travel industry. This module will give you a fundamental understanding of **how they relate to each other**.

After successfully completing E-Tourism, you will be able to critically evaluate tourism web sites, travel recommendation systems and decision support systems.

Practical skills you will gain will enable you to develop new travel websites and recommendation systems and to communicate your ideas in written form.

4. Urban Tourism

The urban environment has only recently been rediscovered as a tourist destination. **Tourist arrivals in cities** are constantly growing and increasingly more research has been undertaken to investigate the **phenomenon of urban tourism**.

In this module, you will explore topics such as the historical background and the development of urban tourism, tourism as a key to urban regeneration, the demographic, socio-economic and psychographic profile of the urban tourist, managing urban tourism and trends in urban tourism.

Practical skills you will develop during the course will enable you to conduct independent research, interpret and apply concepts and data in the field of tourism, as well as to present research results in a professional and creative way.

5. International Tourism & Hospitality Management Major Project

For this module you will be required to **design and implement a major primary research project** on a **topic of your interest** in the International Tourism and Hospitality industry.

Specifically, you will have to develop and apply the following skills: designing and focusing research, collecting empirical data and

presenting it in a written and visual form, writing a research proposal, formulating aims and objectives, selecting and implementing research methods, conducting a literature review, correct referencing and bibliographies and the use of computer packages.

FREQUENTLY ASKED QUESTIONS

1. How can I enrol?

You will have to fill out the School of management Application Form, which can be downloaded from our website at:

(http://www.oxfordhousecollege.co.uk/info/management/SMC_Course_ApplicationForm.pdf)

We will also require your CV and copies of all your relevant educational qualifications.

The next step is to return your completed form to us through one of the following methods:

- **Post:**
Admissions
School of management
Oxford House College
30 Oxford Street
London, W1D 1AU
England
- **Email:**
management@oxfordhousegroup.com
- **Fax:**
+44 (0) 20 7323 4582

We aim to process your application **within 1 week** but please remember to allow more time if you sent your application form to us by post.

Once we have processed your application form we will send you a "**Conditional Acceptance Letter**" to confirm your enrolment.

If you are applying for a student visa you have to pay the minimum amount we require before we can send you a Confirmation of Acceptance for Studies (CAS).

2. How much do I have to pay as a minimum deposit?

If you are not paying the full fees, there is a minimum deposit of £2500 (gbp).

3. How can I pay?

Our bank details are:

Lloyds TSB Bank
32 Oxford Street
London
W1AD 1AX

Bank Sort Code: 30-98-71
Account Number: 0017708
Account Name: Oxford House College
SWIFT/BIC code: LOYDGB21006
IBAN Code: GB37 LOYD 3098 7100 0177 08

4. Can I apply for a scholarship?

We do offer a limited number of scholarships/awards to selected students in the form of a **fee reduction** of up to £2,000 per annum. Scholarships will be awarded to students who have achieved excellent results in their previous studies at Oxford House College.

5. How long do I need to study for?

You can complete the full BSc (Hons) programme in **only 24 months**, or 30 months if you opt for a Work Placement.

The course is divided into different stages so you can **start at a level that suits your current academic qualifications**. You can finish your studies after the Diploma, Advanced Diploma, Work Placement or BSc (Hons) Top Up depending on what you feel your education and employment needs are.

You will receive a globally recognised diploma after each stage.

6. What is the attendance policy at Oxford House College?

In order to comply with various regulations, we expect our students to attend all of their classes throughout their course. Teachers will keep a record of each student's attendance throughout each term.

You will be marked absent if you arrive more than 20 minutes late for class or leave the class more than 20 minutes early. You are only allowed to be absent for a **maximum of 2 class sessions per module**.

Students are sent a first warning letter if they fail to attend 2 consecutive sessions. They are required to explain the reason for their absence within 5 days of the warning letter being issued – if this explanation is not received a second warning letter is sent to the student.

In the case of Visa nationals, the second letter informs students that as they have not contacted us with regard to their absence we have to contact the Home Office to report this.

In the case of non-visa students, the second warning letter explains to the student that they will be deregistered from the College if they make no contact with the College to explain their absence within 5 days of the letter being issued.

If you are ill or have an emergency, you need to **inform your teacher** who will excuse you from the class.

7. Can Oxford House College give me a place to stay while I study?

If you need a place to stay while you study we offer a choice of **Hostel accommodation** or **Homestay** with a host family at affordable prices. We want your stay to be special so our Accommodation Officers are trained to find you a place that **suits your lifestyle**.

8. What qualifies as a full-time student?

A course of 15 hours per week or more qualifies as a full-time course. To meet this requirement, students must attend all the modules as set out in their course timetable.

9. Is this college accredited to support me if I am on a student visa?

A large proportion of our students come from other countries and are applying for a student visa at the time they enrol with us, so we are fully aware of the UK Home Office's requirements.

Oxford House College has been licensed by the UK Border Agency to enrol international students under Tier 4 of the Points Based System. Our visa Sponsor Licence Number is **OU191CHF9**.

Oxford House College is **fully accredited by the** British Accreditation Council (**BAC**), **the British Council** and **UCAS** (registration number 40445), and is a member of the **Education UK Partnership**.

Please note that we are not authorised to offer any advice on visa requirements and apart from providing you with your Confirmation of Acceptance for Studies (CAS), we do not offer any further visa assistance.

You can consult **immigration solicitors** who will give you expert advice on visa applications or you can contact the UK Home Office or your local UK Embassy for advice on visa requirements.

Useful Links:

- You can find more information on UK visas and entry clearance at www.ukvisas.gov.uk
- Visit the Home Office website on Immigration and Nationality for more information about extending your student visas & other visa categories at <http://www.homeoffice.gov.uk/passports-and-immigration/visas/>
- You can find out information on visa processing times and procedures from the Foreign & Commonwealth office at <http://www.fco.gov.uk> and a list of British Consulates worldwide can be found at <http://www.fco.gov.uk/servlet/Front?pagename=OpenMarket/Xcele/ShowPage&c=Page&cid=1007029395231>

10. What are CTH and the Institute of Hospitality?

The Confederation of Tourism and Hospitality (**CTH**) was established in 1982 to provide **recognised standards** of vocational and

management syllabi, examinations and awards appropriate to the needs of the hotel and travel industries.

CTH works with **approved centres worldwide** and is acknowledged by leading hotel and travel industry organisations. Indeed, CTH is the only established specialist professional body in the UK focusing on the training needs of new entrants to the hospitality and tourism industries.

Oxford House College is accredited to offer CTH professional qualifications.

Website: www.cthawards.com



The **Institute of Hospitality** (formerly HCIMA) was formed in 1971 and is the **only** internationally recognised professional management association for managers in the hospitality, leisure and tourism industries.



CTH programmes have been awarded **Institute of Hospitality endorsement** so all learners on CTH Diploma programmes are eligible for **Affiliate Membership** of the Institute. Learners who successfully complete either the CTH Diploma or the CTH Advanced Diploma programmes are eligible to apply for **Associate Membership**.

11. What is the University of Sunderland?

The University of Sunderland is a **modern, dynamic university** with high standards of teaching and research and a growing reputation as the university for enterprise, employment and opportunity. The city itself is a great place to live and work-right in the heart of the buzzing North East of England.

The University of Sunderland has an **international outlook** and students from across the globe choose to study on its accredited programmes in partner institutions or on campus.

Website: www.sunderland.ac.uk

Email: student-helpline@sunderland.ac.uk

Course Helpline: +44 (0)191 515 3000

Oxford House College is accredited to run University of Sunderland degree programmes.



**University of
Sunderland**

12. What kind of job can I look for after the course?

After successfully completing this programme you will be professionally qualified to **work as a manager in various hospitality related areas** such as front office, food and beverage, or accommodation managers with further specialisation in administration, financial, human resource and project management.

You will find that investing in your education has given you a head-start in a rapidly developing industry.

13. What do the course fees include?

Course fees include lectures, study guide, access to modern computer facilities and internet access plus Wi-Fi internet connection if you have your own laptop.

They do not include examination, re-sit or exemption fees, maintenance costs or additional study materials. You will have to purchase the prescribed textbook for each module.

14. Do I need to pay a registration fee?

We do charge a registration fee which is **included in your course fee**. However, if you request a refund because your visa was refused or any other valid reason, we will refund the fees you have paid to date **less a £100 registration fee**.

For further information please contact:

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London
W1D 1AU
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Email: info@oxfordhousegroup.com
Web: www.oxfordhousecollege.co.uk/management