

BTEC Level 5 HND Diploma in Travel and Tourism Management

Edexcel



- Online-based distance learning
- Stand alone course or part of 3 year degree



Qualification

On successful completion of the programme you will be awarded a BTEC Level 5 HND Diploma in Travel and Tourism Management.

Awarding Body

Edexcel

Course Description

The HND Diploma in Travel & Tourism Management is designed for those who wish to enter into or progress within employment in the travel and tourism sector. The programme will enable you to apply your professional expertise and practical skills in the workplace. Successful completion of the HND allows direct entry to a one-year top-up to Honours Degree.

Mode

Online distance learning

Course Content (Modules)

Comprises 8 units for the HNC and a further 8 units for the HND:

HNC (total 8 units):

1. The Travel & Tourism Sector

- History and structure
- Influence of local and national governments and international agencies
- Effects of supply and demand
- Impacts of tourism

2. Hospitality Provision in the Travel and Tourism Sector

- Role of the hospitality industry
- Impact of integration within the hospitality industry
- Plan the development of hospitality businesses

3. Personal and Professional Development

- Self-managed learning
- Personal and professional development
- Personal and professional development plan
- Interpersonal and transferable skills

4. Legislation and Ethics in the Travel and Tourism Sector

- Legal and regulatory framework
- Legislation and regulations relating to health, safety and security
- Consumer protection legislation
- Role of business ethics

5. Marketing in Travel and Tourism

- Concepts and principles of marketing
- Role of marketing as a management tool
- Role of the marketing mix
- Promotional mix

6. Contemporary Issues in Travel and Tourism

- Current issues driving change
- Current trends
- How the travel and tourism sector responds to change
- Impacts of change

7. Tourist Destinations

- Scope of key UK and worldwide tourist destinations
- Cultural, social and physical features of tourist destinations
- How the characteristics of destinations affect their appeal to tourists

- Issues likely to affect the popularity of tourist destinations

8. Finance and Funding in the Travel and Tourism Sector

- Importance of cost, volume and profit for management decision-making
- Management accounting information as a decision-making tool
- Interpret financial accounts to assist decision-making
- Sources and distribution of funding for public and non-public tourism development

HND (total 8 units):

9. Visitor Attraction Management

- Scope and importance of visitor attractions
- Visitor types, impacts and tourist motivation theories
- Issues affecting the development process in visitor attraction management
- Application of management techniques and their impact on sustainability

10. Public Relations & Promotions in Travel in Tourism

- Role and importance of effective public relations
- Public relations and promotions skills
- Use of media in public relations
- Create a public relations plan

11. Sustainable Tourism Development

- Rationale for planning in the travel and tourism industry
- Different approaches to tourism planning and development
- Planning for sustainable tourism
- Current issues related to tourism development planning
- Socio-cultural, environmental and economic impacts of tourism in developing countries and emerging destinations.

12. The Developing Manager

- Principles and practices of management behaviour
- Review your potential as a prospective manager
- Managerial skills
- Create a career development plan

13. Business Health Check

- The focuses of a business
- Develop plans for businesses
- Evaluate and develop skills of management and staff

14. Tour Operations Management

- The tour operators industry
- Stages involved in creating holidays
- Brochures and methods of distribution used to sell holidays
- Strategic and tactical decision making for tour operators

15. Human Resource Management for Service Industries

- Human resource management
- Effect of employee relations and employment law on service industries businesses
- Recruitment and selection process
- Training and development in service industries businesses

16. Research Project

- Formulate a research specification
- Implement the research project
- Evaluate research outcomes
- Present research outcomes

Assessment

Assessment is via a mix of assignments, one examination and a project.

Duration of programme

The BTEC Level 5 HND Diploma in Travel and Tourism is normally studied over a period of two years but can be extended to a maximum of four years. The maximum study period for each module is up to 6 months.

Entry Requirements

The standard entry requirements are as follows:

- An A Level pass or equivalent.
- English language ability equivalent to IELTS 5.5

Applicants whose educational qualifications do not meet the standard entry requirements but have at least two years full-time work experience will be considered on an individual basis.

What's Included

RDI's virtual learning environment ilearn is used to deliver all resources for this course including:

- Study materials - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- Tutor support - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- External resources - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- Discussion with other students - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend an average of 8-10 hours study time per week for this programme.

Exemptions

No exemptions are allowed for this programme.

Enrolment dates

November, February, May and August.

How to Apply

In addition to a completed application form:

- Copies of your relevant certificates and/or transcripts.
- One suitable reference. Please note we can only accept academic and/or professional work references.
- Copy of you CV detailing your work history (if you do not have A Levels).

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