



Business & Computing Examinations (BCE) LONDON (UK)

Travel & Tourism Programme Analysis

The development of BCE programmes include extensive market research from the following sources:

- Data from BCE Centre Annual Reports.
- Enquiries received from different stakeholders.
- Email survey from statutory consultees and stakeholder bodies.
- Questionnaire survey from BCE learners.
- Input received during Approved Centres and Corporate companies training seminar.
- BCE discussions and feedback from potential employers.

BCE learners are 18+, classified as follows:

- Holders of General Certificate of Secondary Education (GCSE) intending to obtain a programme for employment or further education.
- Those already in employment furthering their knowledge for promotion or to venture into new fields.
- Corporate Companies approaching BCE directly or Approved Centres for in-house training.
- Those looking for career change.
- Mature adults with no formal programmes.

Guided Learning Hours is the entire notional learning hours representing estimate of total amount of time reasonably required for learners to achieve necessary level of attainment for the award of a programme. This comprises of and **Guided Learning**.

Activities that contribute to guided learning hours include:

- Guided Learning
- Independent and unsupervised research/learning
- Unsupervised compilation of a portfolio of work experience
- Unsupervised e-learning
- Unsupervised e-assessment
- Unsupervised coursework
- Watching a pre-recorded podcast or webinar
- Unsupervised work-based learning

Activities that contribute to Guided Learning include:

- Classroom-based learning supervised by a Tutor
- Work-based learning supervised by a Tutor
- Live webinar or telephone tutorial with a Tutor in real time
- E-learning supervised by a Tutor in real time
- Forms of assessment

Level 5 Diploma in Travel & Tourism (131 Credits)

A travel and tourism career is a valuable opportunity for learners interested in obtaining top management positions in tourism industry. The field is diverse and can encompass a variety of businesses including casinos, resorts, hotels, and restaurants.

Why does the programme exist – Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Without full training, it is impossible to understand and fulfil customer needs and requirements.

How does it fit into the larger programme – The travel, resort, leisure, and tourism industry is expected to grow as more people enjoy trips with increases in their disposable income and also flight fares become more affordable.

For who it was designed – Level 4 Certificate in Business Studies & Internet Technology or Level 5 Diploma holders from different disciplines interested in pursuing a career in tourism industry.

How it will benefit learners – As the travel, leisure, and tourism industry continues to grow, the demand for professional managers and service workers is also expected to rise. Tourism is the fastest growing industry in the world.

Units:

- Tourism Management
- Travel & Tourism Marketing
- Tourism Law
- World Geography
- GDS Fares & Ticketing

Tourism Management - tourism are the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Tourism encompasses: outbound and inbound tourism. The tourism industry is divided into five different sectors: *accommodation, food and beverage services, recreation and entertainment, transportation and travel services*. The tourist industry can be an important part of a country's economy: in Britain, it employs more than two million people.

Travel & Tourism Marketing - marketing techniques associated with hotel, restaurant, and travel fields with emphasis on identifying and satisfying needs of customers; including marketing research and analysis, marketing strategies, marketing plans, salesmanship, and advertising.

Tourism Law - the nature and function of the legal system as applied to hospitality, restaurant and travel operations. Operator/guest relationships, contracts, torts, civil rights, and insurable risks are emphasized. From medieval times, the common law has placed uniquely high legal responsibility on the innkeeper. Fearful that innkeepers were working in conjunction with highwaymen who rob travellers, the law imposed strict liability on the innkeeper when a guest's property was stolen during his/her stay. As the law has evolved, this doctrine has survived and affects the rights of hotel guests relating to premises liability, property theft and personal injury. This legal precedent hold hotels to much a higher standard when contrasted with the liability of other large real estate owners.

Hotels are truly a world in microcosm. The risk is daunting. Even with a full team of experts (the asset manager, hotel manager, security expert, and insurance broker) working full time to prevent being sued, it is a virtual certainty. These are some of the daunting tasks: *Management Agreements* - the hiring of professional management companies has become prevalent and a clear definition of the role is essential. *Franchise Agreements* - the trend in the hospitality industry is that hotels are more likely to be operated under universally recognised "flags" and less often as independent hotels. *Construction Contracts* - even when there is not a change in brand, hotels are constantly renovating, and, due to the finances involved, these renovations most often take place while the hotel remains open. *Environmental Law* - environmental risk is a reality in the everyday operation of a hotel. Meeting standards for outside air intake, mould risks, asbestos management during renovation and maintenance, lead-based paint maintenance and leaking underground tanks are universal concerns. *Sustainable Development and Building Green* - eco-friendly and Leadership in Energy and Environmental Design (LEED) certified hotels are now the norm today. Hotels are becoming leaders in energy savings, sustainable development practices and the use of environmentally friendly construction materials. *Zoning, Building Code, Landmark And Disability Requirements* - hotel development in and of itself requires a full array of legal expertise in zoning, landmarks laws, environmental requirements, building codes, fire codes, scaffold laws, handicap accessibility laws and other local laws, regulations and administrative requirements. *Leasing* - leasing has increasingly become a significant component of hotel law practice. High end retail stores, restaurants and health clubs have seen the benefit of leasing space in luxury hotels. *Defence of insurance claims* - insurance defence is an essential component of hotel law. It is clear that the hotel can recognise cost savings by incorporation of aggressive claim investigation and defence policies into day-to-day hotel operation. *Legal Liability Audits* - limiting or preventing claims relating to the hotel's premises can be accomplished by the conducting of a legal liability audit; lighting dimly lit areas and eliminating labyrinthine (complex) corridors or stairways will help prevent slip-and-fall cases and decrease liability due to inadequate security. *Counsel's familiarity with the hotel business and the locality* - defence of the insurance claim is most effective when defence counsel is familiar with the hospitality industry, the client and the locality; detailed knowledge of the

hotel industry and its inner workings in personnel practices, hotel facilities management and recordkeeping goes a long way toward bringing about a favourable and minimal settlement.

World Geography – The study of world continents and major aspects of different countries. The programme explores facts about the diverse geography of planet earth: oceans, seas, rivers, maps, longitude and latitude.

GDS Fares & Ticketing – Travel is the fastest growing industry in the world. In many ways the ticketing system can hold the key to success in any transport system. This means that no matter how good the rest of the transport system - its integration, reliability, user-friendliness, etc., - Fares and Ticketing System can make that vital difference which either attracts or repels passengers.

Unit	Pre-requisite	Core-requisite	Guided Learning Hours (GLH)	Number of Credits
Tourism Management	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
Travel & Tourism Marketing	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
Tourism Law	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	240	24
World Geography	Knowledge of business organisation.	A pass or higher in Certificate in Business Studies or equivalence.	220	22
GDS Fares & Ticketing	Basic computer knowledge and keyboarding skills.	A pass or higher in Certificate in Business Studies or Fares & Ticketing Level I & II or equivalence.	220	22
Coursework (Project) for all units			190	19

Rules of combination:	All units are mandatory
Age Group:	18+
Programme Type:	Vendor/Industry

Tourism Management Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Future development within the tourism industry	2.0	8	6	2	2	2	20
02	Tourism organisations	2.0	8	6	2	2	2	20
03	Passenger transportation structure	2.0	8	6	2	2	2	20
04	Tourism distribution channels	2.0	8	6	2	2	2	20
05	Cultural factors in tourism	2.0	8	6	2	2	2	20
06	Factors affecting forecasting demand	2.0	8	6	2	2	2	20
07.	Tourism planning and development	2.0	8	6	2	2	2	20
08	Tourist accommodation	2.0	8	6	2	2	2	20
09	Role of public sector in tourism	2.0	8	6	2	2	2	20
10	Information Communication Technologies and tourism	2.0	8	6	2	2	2	20
11	Social economic and environment on tourism	2.0	8	6	2	2	2	20
		22.0	88					220

Hospitality & Travel Marketing Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Marketing fundamentals	2.0	8	6	2	2	2	20
02	Services marketing	2.0	8	6	2	2	2	20
03	Hospitality marketing	2.0	8	6	2	2	2	20
04	Marketing research	2.0	8	6	2	2	2	20
05	Segmenting hospitality and travel markets	2.0	8	6	2	2	2	20
06	Marketing strategy	2.0	8	6	2	2	2	20
07	Marketing plan	2.0	8	6	2	2	2	20
08	Hospitality and travel associations	2.0	8	6	2	2	2	20
09	Hospitality and travel packages	2.0	8	6	2	2	2	20
10	Distribution mixes	2.0	8	6	2	2	2	20
11	Promotional mixes	2.0	8	6	2	2	2	20
		22.0	88					220

Tourism Law Learning Hours Information Sheet

Unit Titles	Credits	Notional Learning Hours						
		Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	Total	
01	Managing legal issues	2.0	8	6	2	2	2	20
02	Travel and tourism organisation	2.0	8	6	2	2	2	20
03	Hospitality organisational structure	2.0	8	6	2	2	2	20
04	Business contracts	2.0	8	6	2	2	2	20
05	Hospitality contracts	2.0	8	6	2	2	2	20
06	Property management	2.0	8	6	2	2	2	20
07	Job contracts	2.0	8	6	2	2	2	20
08	Tourism employment legal requirements	2.0	8	6	2	2	2	20
09	Legal responsibilities to guests	2.0	8	6	2	2	2	20
10	Travel agent role and responsibility	2.0	8	6	2	2	2	20
11	Safety and security	2.0	8	6	2	2	2	20
12	Insurance policies	2.0	8	6	2	2	2	20
		24.0	96					240

World Geography Learning Hours Information Sheet

Unit Titles	Credits	Notional Learning Hours						
		Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	Total	
01	Categories of physical geography	2.0	8	6	2	2	2	20
02	Seven continents	2.0	8	6	2	2	2	20
03	Countries of the world	2.0	8	6	2	2	2	20
04	Cities of the world	2.0	8	6	2	2	2	20
05	Oceans of the world	2.0	8	6	2	2	2	20
06	Currencies of the world	2.0	8	6	2	2	2	20
07	Languages of the world	2.0	8	6	2	2	2	20
08	Economies of the world	2.0	8	6	2	2	2	20
09	Globalisation	2.0	8	6	2	2	2	20
10	Airlines of the world	2.0	8	6	2	2	2	20
11	World politics	2.0	8	6	2	2	2	20
		22.0	88					220

GDS Fares and Ticketing Learning Hours Information Sheet

Unit Titles		Credits	Notional Learning Hours					Total
			Guided / Contact Learning	Independent Learning	Research Activities / Group Work	Assessment (self/class)	Coursework	
01	Encode/decode function system	2.0	8	6	2	2	2	20
02	Checking flight availability	2.0	8	6	2	2	2	20
03	Flight booking process	2.0	8	6	2	2	2	20
04	Reservation system properties	2.0	8	6	2	2	2	20
05	Segment specifications	2.0	8	6	2	2	2	20
06	Special services	2.0	8	6	2	2	2	20
07	Fare basis codes	2.0	8	6	2	2	2	20
08	Currency codes	2.0	8	6	2	2	2	20
09	Managing queues	2.0	8	6	2	2	2	20
10	Repeat booking	2.0	8	6	2	2	2	20
11	Timatic database	2.0	8	6	2	2	2	20
		22.0	88					220