

## Declared Purpose:

The following purpose is for Level 3 Diploma in Travel & Tourism 4976-08 (QN: 600/6757/3) This is a Technical Level qualification.

The Level 3 Diploma in Travel & Tourism recognises that students have the knowledge and skills that will enable them to gain a suitable job in the travel industry. When the student completes the qualification, it will also give them an opportunity to progress on to further qualifications in this area.

Who is this qualification for?	<p>Students who are interested in a career in the travel industry and have a good knowledge of travel geography as well as a keen interest in providing excellent customer service, whether at a holiday resort or in a travel agency shop.</p> <p>This qualification is recommended for students who have achieved the level 2 Diploma in Travel &amp; Tourism.</p>
What does this qualification cover?	<p>The student will have the opportunity to improve their knowledge and career prospects by undertaking units such as:</p> <ul style="list-style-type: none"> <li>• Worldwide geography</li> <li>• Marketing and sales of travel destinations and holidays</li> <li>• The roles and responsibilities of being a resort representative</li> <li>• Use of IT system to book and make online reservations</li> <li>• Arranging business travel for employers and their staff</li> <li>• Planning holiday itineraries</li> <li>• Handling emergencies in a resort.</li> </ul> <p>The student will have the opportunity to practise the skills they are being taught through a real agency shop or whilst on work experience with an employer.</p> <p>Progression into employment could lead to roles such as:</p> <ul style="list-style-type: none"> <li>• Travel agent</li> <li>• Resort representative in a holiday resort</li> <li>• Ski chalet host.</li> </ul>
What opportunities are there for employment or progression after I have finished studying this qualification?	<p>The main purpose of study for this qualification is to progress onto a variety of employment opportunities in areas such as:</p> <ul style="list-style-type: none"> <li>• Tourism – providing services such as tour guiding</li> <li>• Tour Operators</li> <li>• Resort Representatives – working in overseas resorts on</li> </ul>

- behalf of the tour operators meeting and greeting
- Retail travel – high street travel agencies

This qualification when studied alongside additional qualifications will go towards supporting ambitions to enter a degree course in Travel & Tourism Management (BA Hons).

This qualification is recognised by the following Professional Association.

- The Institute of Travel & Tourism.
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Further information can be found on our website and within the qualification handbook:

<http://www.cityandguilds.com/Courses-and-Qualifications/travel-tourism-andaviation/travel-and-tourism/4976-travel-and-tourism-professional/level-3>