

GUIDELINES 3

EDUCATION AND TRAINING IN TOURISM IN THE UK

Guidelines for those seeking further information about courses and careers in tourism

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The provision of education and opportunities for tourism has been changing very rapidly in the UK over the past five years or so. These guidelines, written in mid 1995, are provided by the National Liaison Group for Higher Education in Tourism (NLG) to assist those who wish to learn more of the spectrum of opportunities available to all, from school leavers through to mature adults seeking new career openings. This paper develops an earlier edition published by the Tourism Society in 1991, *Education and Training: Summary of Provision of Education and Training for Tourism in 1990*.

The NLG was formed in 1993 as an independent body to bring together, facilitate, and forge partnerships between higher education interests and employers concerned with the UK tourism industry. All of its members are organisations, not individuals. Some 12 commercial companies and other employers, plus 35 universities and colleges were in membership (mid-1995).

Tourism in the UK is estimated to generate expenditure of some £33 billion a year (1994), which is equivalent to around 5% of the national economy and sustains the employment in all parts of the country of some 1.5 million people. UK tourism is part of a worldwide industry, increasingly geared to global trends. Because of its size and growth potential tourism has important impacts on societies; economically, socially and environmentally. It is an industry of opportunities but also of threats for the way we live and it needs the best contribution possible from those who work within it or are directly associated with it.

Tourism is defined by international agreements to include stays away from home for all purposes, including business, visits to friends and relatives and social purposes generally, as well as holidays. Package holidays are important but only a minor part of UK tourism as a whole. Tourism is also defined to include day visits away from home for most purposes outside a normal routine. In this sense tourism embraces much of the recreation and sport and leisure activities away from home.

Tourism has become a normal and often frequent activity for the great majority of British people, excluding only the very old, those who are ill, and those behind bars! It is, in short, a vital and ubiquitous part of the structure of modern developed societies. All the forecasts point to continued worldwide growth of tourism although the fastest growth will be generated in the rapidly developing nations of the Pacific Rim.

The industry broadly comprises the following main sectors:

- Much of the output of hotels and other forms of visitor accommodation;
- Visitor attractions ranging from the arts, beach facilities and country parks, for example, through museums and theme parks to zoos;
- Tour operators, travel agencies, conference organisers and other handling agencies;

Introduction

The UK Tourism Industry

- Important parts of the output of airlines, ferries, rail and public and private road transport and related facilities and services;
- Sports and indoor and outdoor recreation;
- A wide range of local authority, national, regional and area tourist boards.

Employment in Tourism

Jobs and career opportunities are to be found in all of the component sectors of the industry noted above. They exist at all levels from craft to management. The industry is still growing. The Tourism Society and the NLG wish to stress, however, that there is considerable competition for most jobs in the industry, especially for jobs at management level for newly qualified graduates. The possession of a tourism qualification will not itself provide a passport to a career. Personality characteristics and evidence of business knowledge, skills and awareness are also very important to most employers.

Until the last five years most people who came into tourism jobs did not possess tourism qualifications. In many cases this is still true. But the number of full-time and part-time educational opportunities now available for those seeking qualifications relevant to the tourism industry provide a very comprehensive array of choice. This short paper describes some of those opportunities for school leavers and for mature persons and it offers sources of information and reading to help those who wish to take their career interest further.

Developments in Education and Training

Introduction

During the past decade there have been two major developments in the provision of education and training for tourism in the United Kingdom. First, the process of course development has continued so that education and training is now available nationally for virtually all sectors of tourism and at virtually all levels. Secondly, the process of bringing vocational qualifications into a national structure has continued so that now many of the courses and their associated qualifications are related to a defined national qualification system. The system has been developed by the National Council for Vocational Qualifications (NCVQ) in England, Wales and Northern Ireland and by the Scottish Vocational Education Council (SCOTVEC) in Scotland. At the same time the access to many qualifications has been changed to ensure that candidates can achieve their qualification by a number of different routes, not solely by full-time study.

National Vocational Qualifications

The system of vocational qualifications in England, Wales and Northern Ireland is based on two types of qualification, National Vocational Qualifications (NVQs) and General National Vocational Qualifications (GNVQs). The NVQs relate to specific vocational competencies such as food preparation, housekeeping, sports coaching, or tour guiding. The GNVQs provide a more general introduction and background to a vocational area such as leisure and tourism. Advanced GNVQs have been referred to as vocational 'A' levels and are considered to be the equivalent of two A levels. There is a similar system in Scotland with the title Scottish Vocational Qualifications (SVQs) and General Scottish Vocational Qualifications (GSVQs).

NVQs are recognition, through the award of a qualification, that a person is competent to perform a specified range of vocational tasks. Industry 'lead bodies' made up of employer and employee representatives set the standards for each of the main sectors of the tourism industry noted earlier in this paper.

An outline of the qualification system and the way in which it relates to other areas of education and training is given in Figure 1. As at the beginning of 1995 the

NVQs have been developed up to level 4 and the GNVQs up to level 3 (see Figure 2). NVQs and GNVQs are offered by a number of awarding bodies. At present vocational degrees awarded by universities, some professional qualifications and some other qualifications in tourism are operating outside the national vocational system although it is planned that eventually all will be brought into the national system.

Qualification Awarding Bodies

A number of organisations prepare assessments to establish whether candidates meet their requirements and issue qualifications relating to tourism. These include individual universities which award their own degrees, diplomas and certificates as well as national awarding bodies.

Many of the qualifications offered by the national awarding bodies meet the requirements for NVQs. The most important national awarding bodies for tourism and related areas are The City and Guilds of London Institute (CGLI), The Business and Technical Education Council (BTEC), The Royal Society of Arts (RSA), The Association of British Travel Agents National Training Board (ABTANTB) (now The Travel Training Company), The Hotel and Catering Training Company (HCTC) and The Museum Training Institute (MTI). Professional bodies also award their own qualifications and membership awards. Apart from The Tourism Society which awards membership based on prior experience and knowledge and evidence of recognised qualifications, these include, The Institute of Travel and Tourism (ITT), The Hotel and Catering International Management Association (HCIMA), The Institute of Leisure and Amenity Management (ILAM), The Chartered Institute of Transport (CIT) and The British Institute of Innkeeping (BII).

An outline of the qualifications for tourism in England and Wales is given in Figure 2. For this purpose tourism has been divided into two broad sectors namely: travel and passenger transport; tourism and related leisure and associated services. For each sector the qualifications available have been identified at the five levels established by the National Council for Vocational Qualifications from postgraduate to initial basic qualifications. In addition a pre-vocational level has been identified as well as a further miscellaneous group.

At level 5, postgraduate degrees are offered in the two broad sectors. Such degrees and diplomas can typically be achieved after up to two years full-time study. Most recent evidence is that there are 26 postgraduate courses specifically related to tourism in the UK enrolling more than 500 students each year. In addition there are at least 20 courses at this level in hotel and catering subjects as well as courses relating specifically to transport. There are also professional qualifications offered by main professional bodies such as the HCIMA, CIT and ILAM.

At level 4, there are a range of bachelor degrees and higher national diplomas (HNDs) in tourism and related areas. Bachelor degrees are normally obtained after up to four years full-time study at a University and HNDs after up to three years. Higher National Certificates (HNC) are obtained on a part-time basis. Most recent evidence is that in 1993 there were 27 degree courses specifically in tourism enrolling over 1000 first year students and 40 degree courses in hospitality and catering. Also at level 4 a number of NVQs are available relating to specific management occupations. Many local colleges offer preparation for these qualifications which are offered by the BTEC, CGLI and HCIMA. The travel qualifications have often been developed with the former ABTANTB which has worked jointly with the CGLI.

At levels 3, 2 and 1 there are Advanced, Intermediate and Foundation GNVQs in Hospitality and Catering and in Leisure and Tourism. The latter have proved to be very popular and are offered by BTEC, CGLI and RSA at colleges and schools throughout the country. In mid 1995 there were over 30,000 GNVQ awards in leisure and tourism. Full-time, these courses are operated over two years depending on the level. There are a large number of level 3, 2 and 1 NVQs in hospitality and catering

Types of Tourism Qualifications offered in the mid 1990s

and they are also available in travel services and sport and recreation subjects. Preparation for these is offered by colleges throughout the country with certification being provided by bodies such as BTEC, CGLI, Travel Training Company, RSA and HCTC. (See "Developments in Education and Training").

A Pre-vocational course in tourism is provided by the GCSE in Travel and Tourism which is mainly taken in schools. Up to 500 schools are currently entering their pupils for this qualification.

Currently outside the framework established by the National Council for Vocational Qualifications there are a number of other courses in tourism and related areas certified by the CGLI. These are shown as the final row in Figure 2.

Some Useful Addresses

Details about many of the courses and qualifications can be obtained directly from colleges and universities. They are also available in most school and public libraries as well as from the national agencies, many of which are listed here in alphabetical order.

The Association of Tourism Teachers
and Trainers (ATTT)
c/o The Tourism Society
26 Chapter Street
London SW1P 4ND

Hotel and Catering Training
Company (HCTC)
International House
High Street
Ealing
London W5 5DB

The British Institute of Innkeeping
(BII)
Wessex House
80 Park Street
Camberley
Surrey GU15 3PT

Hotel and Catering International
Management Association (HCIMA)
191 Trinity Road
London SW17 7HN

The Business and Technician
Education Council (BTEC)
Central House
Upper Woburn Place
London WC1H 0HH

The Institute of Travel and Tourism
(ITT)
113 Victoria Street
St Albans
Hertfordshire AL1 3TJ

The Chartered Institute of Transport
(CIT)
80 Portland Place
London W1N 4DP

The Institute of Leisure and Amenity
Management (ILAM)
Lower Basildon
Reading
Berkshire RG3 9NE

The City and Guilds of London
Institute (CGLI)
1 Giltspur Street
London EC1A 9DD

Local Government Training Board
Information Officer (Recreation)
Arndale House
Arndale Centre
Luton LU1 3TS

Employment and Training
Opportunities in London Springboard
1 – 3 Denmark Street
London WC2H 8LP

The Museum Training Institute
(MTI)
Kershaw House
55 Well Street
Bradford
West Yorkshire BD1 5PS

English Tourist Board/British Tourist
Authority (ETB/BTA)
Thames Tower, Blacks Road
London W6 9EL

National Council for Vocational
Qualifications (NCVQ)
222 Euston Road
London NW1 4BZ

The Royal Society of Arts (RSA)
Westway Coventry
Coventry CV4 8HS

The Scottish Vocational Education
Council (SCOTVEC)
Hanover House
24 Douglas Street
Glasgow G2 7NQ

The Tourism Society
26 Chapter Street
London SW1P 4ND

The Travel Training Company
(formerly ABTANTB)
The Cornerstone
The Broadway
Woking
Surrey GU21 5AR

Further information about training and careers in tourism is contained in:

Further Reading

The Handbook of Tourism and Leisure 1994, Tourist Boards for England, Scotland and Wales/CRAC/Hobsons

Education and Training Directory (with associated careers leaflets) 1995, English Tourist Board. The Directory includes references to courses at some 500 educational establishments throughout the UK

Hempshell, M. *How to get a job in travel and tourism*. 1994. 'How To' Books. £8.99. 160pp

Useful introductions to the tourism industry will be found in the following books designed to introduce newcomers to tourism:

Baker, V. *Leisure and Tourism for Intermediate GNVQ*. Pitman, 1994

Boniface, B and Cooper, C. *The Geography of Travel and Tourism*. Butterworth-Heinmann, 2nd edition 1994

Davidson, R. *Tourism*. Pitman, 2nd edition 1993

Hayter, R. *Careers and Training in Hotels, Catering and Tourism* Butterworth-Heinmann, 1993

Horner, P. *The Travel Industry in Britain*. Stanley Thornes, 1991

Holloway, C. *The Business of Tourism*. Pitman, 4th edition 1994

Medlik, S. *Dictionary of Travel, Tourism and Hospitality* Butterworth-Heinemann, 1993

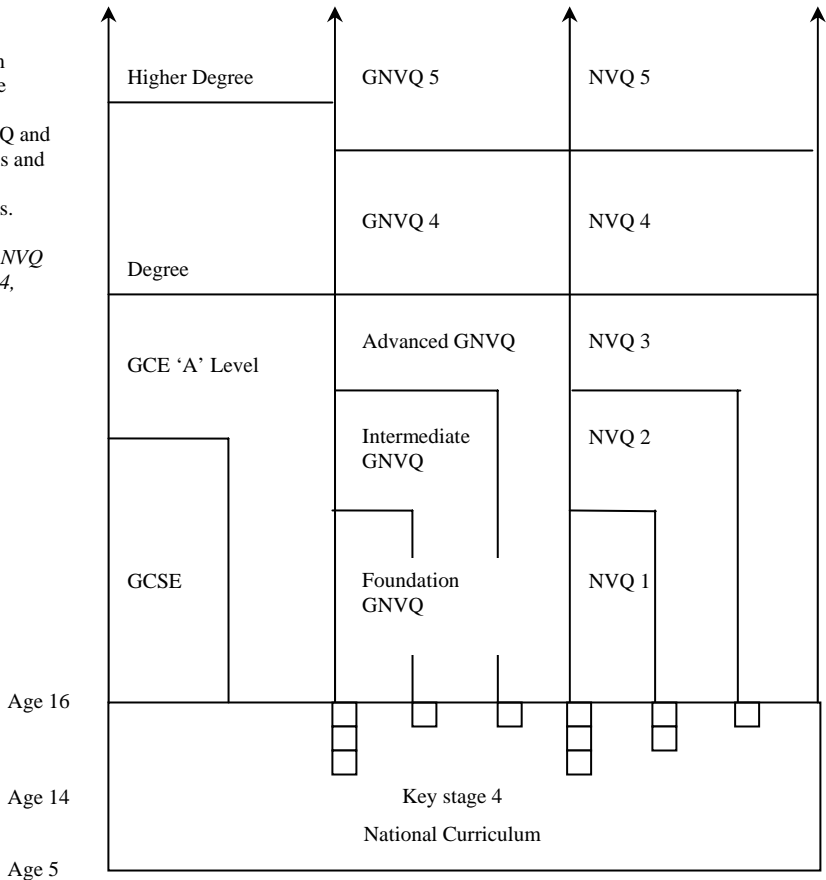
Syratt, G. *Manual of Travel Agency Practice*. Butterworth-Heinemann, 2nd edition 1995

Taylor, M. (ed). *World Travel Atlas*. Columbus Press, 1994

Youell, R. *Leisure and Tourism for Advanced GNVQ*. Pitman, 1994

Figure 1
This diagram illustrates the relationship between NVQ and GNVQ levels and academic qualifications.

Source: *The NVQ Monitor* 1994, Autumn



Levels	Description	Travel and passenger transport	Tourism and related leisure and associated services
5	Postgrad & Professional; Mainly for management level	Degrees and Diplomas in Transport and travel	Degrees and diplomas in leisure and tourism
4	Bachelor degrees and higher diplomas; mainly for management	Degrees and diplomas in transport and travel NVQs Travel Services (guides, management, tour directing)	Degrees and diplomas in leisure and tourism NVQs Sport and Recreation Management (facilities, sport development, coaching)
3	Diplomas and certificates for supervisory positions	NVQs Travel Services (general, field operations, supervising)	Advanced GNVQ Leisure and Tourism NVQs Sport and Recreation (coaching adults, coaching children, coaching participants with disabilities, development, outdoor education, supervision), Warding and Visitor Services
2	Diplomas and certificates suitable for supervisory/operator positions	NVQs Travel Services (general, field operations, supervising)	Intermediate GNVQ Leisure and Tourism NVQs Sport and Recreation (coaching and activity delivery (adults and children), facility operations), Warding and Visitor Services
1	Initial basic qualifications and basic skills	NVQ Travel Services	Foundation GNVQ Leisure and Tourism NVQ Sport and Recreation
0	Pre-vocational pre 16 years	GCSE Travel and Tourism	
	Other Certificates and Diplomas		Introduction to Tourism in the UK (CGLI) Certificate in Tourist Information Centre Competence (CGLI) Certificate in Visitor Attraction Operations (CGLI) Certificate in Farm Tourism (CGLI)

Figure 2
Qualifications for Tourism in England and Wales

Source: Authors summary from published sources noted