



# Introduction to Travel and Tourism Course Guide

A guide for students taking Hayton  
College's Introduction to Travel and Tourism  
online course



[www.haytoncollege.com](http://www.haytoncollege.com)

If you are thinking of a career in travel but would like to know more about the industry, sign up for our Introduction to Travel and Tourism Industry course.

This introduction to the industry will open your eyes to the types of opportunities available to people who have good customer service and PC skills and perhaps personal travel experiences. It will also give you the skills required to develop and update travel industry knowledge when you start work.

We hope that on course completion you decide that this is the industry for you and then go on to gain the operations skills required to find employment in our exciting industry.

**Jane Hutton, B.A. Dip. Ed.**

**Cert IV in Training & Assessment**

**Grad Dip Tourism Management**

Director - Training

## **ABOUT**

### **Introduction to Travel and Tourism Industry**

This is an introductory course which includes all the elements of SIT07's Tourism, Hospitality & Events Training Package. The Unit is called Develop and Update Tourism Industry Knowledge (NTIS number SITTIND001A). It is designed for Industry beginners and is ideal for people who want to work in travel but who need to know more about this exciting industry and how it all works. The course is also suitable for University Tourism students who want to accelerate their course completion or fill a gap in their Core or Elective units.

The programme outlines and explains when and how the industry started, gives reasons why people travel, outlines the nature of the industry, including the different industry sectors and their roles. The course has been completed by students from all over the world – and while some of the local companies mentioned in the course may vary from those in your region, the program deals with how to develop and update your global tourism industry knowledge so you will be able to find information about all the operators in your area.

## **About Hayton College**

Since 1976, Hayton College has been one of the leading private colleges in Travel and Tourism training in Australia. As Hayton Travel Training, we offered specialised courses for the travel industry starting with IATA Fares and Ticketing I and II.

By the 1990s, Hayton offered programmes up to Diploma of Tourism level. Hayton saw the potential for an effective new way to learn travel skills with the rising growth of the internet and in 2001 made a decision to move to online delivery of all courses.

With our proven online platform and one-to-one tutor support, students can achieve the best and most lasting training outcomes in their own time, at their own pace – from anywhere in the world. All Hayton's staff have extensive travel industry experience and the courses are developed by qualified industry professionals in conjunction with key industry bodies, associations and businesses.

You will learn to correctly identify sources of information on the tourism industry, learn about the different tourism markets, the industry's sectors and their services, its major tourism bodies and consider environmental issues including the positive and negative impacts of tourism.

Career opportunities will be covered as well as industrial relations requirements, legal and ethical issues and obligations, work organisation, time management and quality assurance.

On completion you will be able to update tourism industry knowledge, monitor current issues of concern and know to share updated industry knowledge with clients and colleagues.

### **Curriculum:**

- Getting Started Tutorial
- **Topic 1**
- Lesson 1: The World of the Tourism Industry.
- Lesson 2: How the Industry Started
- Quiz 1 – end of Lessons 1 and 2
- **Topic 2**
- Lesson 3: What Travellers Need
- Lesson 4: The Reasons People Travel
- Quiz 2 – end of Lessons 3 and 4
- **Topic 3**
- Lesson 5: Tourists, Types of Tourism and the Industry's 8 main Sectors
- Lesson 6: The Industry Sectors – Transportation
- Quiz 3 – end of Lessons 5 and 6
- **Topic 4**
- Lesson 7: The Industry Sectors – Accommodation
- Lesson 8: Tour Wholesalers, Tour Operators and other industry Companies
- Lesson 9: Promotion and Distribution Sector
- Quiz 4 – end of Lessons 7, 8 and 9
- **Topic 5**
- Lesson 10: Impacts of Tourism
- Quiz 5 – end of Lesson 5
- Lesson 11: Tourism Technology
- Lesson 12: Tourism Terminology
- Quiz 6 – end of Lessons 11 and 12
- Lesson 13: Employment Opportunities in the Travel Industry
- Lesson 14: Revision and Preparation for the Final Assessment
- **Topic 6 – Final Assessment**

At the end of this Online programme if you have successfully all online quizzes you may then request access to the final assessment to demonstrate competence with a knowledge based question and answer section and a research assignment you have up to 6 weeks to complete. To earn your Statement of Attainment for SITTTSL01A this you must complete both the knowledge based assessment and a practical assignment requiring independent research and use of the Internet.

### **Average Completion Time**

On average, it takes 20 hours of online study **plus** review and assessment preparation and completion time. The practical assessment may take 10 to 20 hours or more depending on the depth of your assignment. To complete the course you have access to the lessons for 4 months from the date of registration. Under some circumstances extensions can be applied for.

### **Course Pricing**

Course fee: US185.00.

### **Course Delivery**

The course is delivered online through a web browser – no special software is needed.

The course is accessed from:

[www.haytoncollege.com](http://www.haytoncollege.com) using your e-mail address and a password which will be sent to you by e-mail. The course contains 14 lessons, 6 online quiz assessments and a final knowledge based and practical assessment. To demonstrate competence you must successfully complete all lessons, online quizzes and the final practical assessment. You will be eligible for a Statement of Attainment when you are deemed “competent”.

### **Careers in Travel**

Hayton has trained thousands of people over the last 30 years, many of whom now work across a wide range of tourism industry sectors. The Travel Industry offers many opportunities exciting here and overseas including:

Airline reservations, passenger service agents, tour wholesale or retail or corporate travel agencies, GSAs (General Sales Agents), travel marketing companies, conference and incentive planners, ticket consolidators, cruise lines, car rental agencies, hotel reservations and representation companies, coach companies, tourism offices, travel insurance companies ... Hayton has graduates working in all these areas

When you successfully complete the online components of the course and the relevant assessments you will receive a Statement of Attainment.

A recent graduate said

"The introduction to the Travel and Tourism Industry" is a very thorough and interesting overview of the industry. I certainly gained a great deal from it and would recommend it for anyone (like myself) who is interested in travel from the punter's side and considering seeing the supply side of things".

PM Victoria, Australia

### **The Convenience of Online Learning**

Online learning allows you to study in your own time, at your own pace, at a time that is convenient for you. Because of our one to one support policy our online learning programmes lead to the best outcomes for each individual student.

### **System Requirements**

Hayton College courses are accessed from a computer using the internet – you can access this course using a Windows, Macintosh or a Linux system.

Minimum system requirements are:

- Broadband internet connection
- Recommended Pentium 4 (or equivalent) or higher computer with 256mb RAM
- Monitor at 1024 x 768 resolution or higher
- Internet Explorer 6.1 and higher or Firefox 1.5 and higher (Firefox 2.0+ recommended)

### **Student Support**

Hayton provides “one to one” online support by e-mail and also by telephone if required.

### **HOW TO ENROL**

To enrol, simply go to [www.haytoncollege.com](http://www.haytoncollege.com) locate the Introduction to Travel and Tourism Course and click the “Enrol Now” button.

Payment is made using the secure PayPal facility – you will receive acknowledgement immediately. Applications are processed with 24 hours or one business day, you will then be emailed with your password and access details.

Each student will need to complete a Student Profile, this will be e-mailed to your registration address and is used to create your College record.

**If you have any questions, please contact us at:**

Enquiries:

[indiasupport@haytoncollege.com](mailto:indiasupport@haytoncollege.com)

Telephone: + **919810825815** or