

# **The Travel and Tourism**

## **“Big Event Day”**

**25<sup>th</sup> March 2008**

### **Where did the idea come from?**

“The Big Event Day” developed as part of an LLN Project which identified that there is a National Decline in the “take-up” of Level 4 courses within Travel and Tourism. It stimulated a need to address this issue.

### **Aims:**

- To promote Level 4 Opportunities within Travel and Tourism
- To promote local Regeneration Projects and raise awareness of potential Employment Opportunities within the SE and the benefits of Higher Level Qualifications
- To enhance “decision making” by de-mystifying the Financial implications of HE
- To expand on Career Ideas and Opportunities by discussion of “transferable skills” and the promotion of Career Advice

### **How many attended and who was it targeting?**

- Approximately 60 students and staff attended
- Predominantly level 3 Travel and Tourism Students but some targeted Level 2 Travel and Tourism Students
- College Tutors and Faculty Heads

### **What have been the benefits of the Day?**

- 75% of all students attending felt that it had helped to inform them about their Progression Opportunities
- The 4 most popular topics on the programme were: Key Guest Speakers from Industry; De-mystifying HE Finance; Explaining the make-up of HND Course Content; Student Ambassadors contribution.
- Developed better understanding of the interchange of Careers from Travel and Tourism. Links with Business, Management, Hospitality, Heritage
- All Colleges attending wish to extend favourable Inter-College Progression Agreements- meeting 15<sup>th</sup> May
- Effective way to strengthen “Networking” links between Employers, Connexion Advisers, Aim Higher, LLN, Students Ambassadors and College Staff.
- Has formed the basis for “Tracking and Mapping” of Travel and Tourism Students to monitor progression
- Offered CPD for all staff attending
- Opportunity to identify “Gaps in Provision”
- Huge potential to expand further Projects from this Event- Currently developing another Travel and Tourism Project with the LLN Sector Co-ordinator for Travel, Tourism, Hospitality and Catering which will extent into schools and examine the future opportunities within the Cruise Industry

*Mel Francis-Jones: LLN Co-ordinator at Canterbury College-April’08*

