

Northumberland Career College **Rural Tourism**

www.northumberland.ac.uk/careercollege





Welcome to Northumberland Career College

A fantastic new opportunity for 14-19 year olds to study Tourism

Career Colleges are a new concept in education with employers taking a leading role in designing and shaping the curriculum.

Thanks to Government changes you now have the right to choose an alternative option to school at age 14 (Year 10) and Northumberland Career College could be the right choice for you.

Career College is designed by employers, for employment

At a Career College, hands-on practical training is combined with academic teaching.

You will have access to industry-led education and training, with a clear line of sight to work. We are working in partnership with local companies to ensure training meets their needs and students gain valuable experience with employers in their chosen industry.

You will learn through practical experiences, projects set by employers and quality work experience

opportunities as well as developing enterprise and communication skills, to prepare you for work and life.

The carefully designed programmes incorporate core GCSEs in English, maths and science and students will experience and learn state-of-the-art digital technologies.

Career College gives highly practical vocational and technical education designed to equip young people with the skills and hands-on experience to take the next step to a successful career.

The Career College will offer:

- Exciting, innovative and active learning, relating directly to real work
- High quality teaching from qualified staff in core academic areas
- Prestigious coaching and industry expertise within each vocational specialism
- Industry-standard facilities and resources to aid your learning



- Personalised learning to suit your individual skills and interests
- Excellent links with local employers to benefit from talks, visits, work experience and employer-led projects
- A clear line of sight to the world of work and your future career
- Help to develop essential employability skills
- High quality careers education and advice
- The expectation that on completion of your course, you will progress onto either a level 3 full-time course or an Apprenticeship
- Opportunities to meet and connect with other young people studying at Career Colleges around the country
- Expert support, advice and mentoring to expand your horizons and encourage aspiration
- A selection process which ensures all students have enthusiasm and aptitude for this programme



What do you need to do to be a part of this new opportunity?

- Have a passion for Tourism
- Enjoy working with people and be good at solving practical problems
- Attend and complete the selection process and an interview



What is included in your Career College Experience?

- Access to employer-led projects and work experience
- Explore the use of digital IT in the workplace
- Links with Northumberland Tourism and other tourism organisations giving valuable expertise in the industry
- Trips and visits within Northumberland and wider to enhance your learning experience
- Transport assistance to college
- Study five days a week in a maximum group size of 15
- GCSE English, maths, science plus digital technologies, business and enterprise

Northumberland tourist industry welcomed
7.8 million visitors
in 2015

Working with employers

“Northumberland Tourism is proud to be involved with Northumberland Career College...

... developing the skills of the next generation helps build a stronger future for the county’s economy whilst enhancing the visitor experience and opening up an amazing career path for the graduates of the Career College.”

Natalie Wood

Business Relationships Manager,
Northumberland Tourism

“Northumberland National Park Authority is delighted to be part of the Northumberland Career College...

Rural tourism is vital to sustaining strong, thriving communities and a vibrant rural economy in Northumberland. Skilled, young and experienced workers will ensure the National Park has a healthy future for generations to come.”

Duncan Wise

Visitor Development and Marketing Manager



Tourism

The UK is the eighth largest international tourism destination and the industry has been at the forefront of the UK's economic recovery since 2010

Northumberland is a special place with spectacular countryside and coastline and a thriving and growing tourism industry creating many job opportunities on our doorstep.

Tourism makes up 11.8% of Northumberland's economy, 2.7% higher than the national average and contributes £665 million to the economy.

Based at our stunning Kirkley Hall campus, we offer the perfect setting for training and developing the skills employers in this sector are seeking. You will have the opportunity to train at our very own tourist attraction, Kirkley Hall Zoological Gardens, plus there will be other work experience opportunities such as a whole host of events, conferencing and tourism based activities.

As a result students will benefit from:

- A range of career opportunities within the wider Tourism industry
- A curriculum designed and developed with direct input and guidance from employers
- Hands-on experience in the delivery of significant work-related projects
- Increased learning and job outcome potential resulting from the direct links with higher education and industry
- Support to achieve progression to employment, apprenticeships or higher education
- New tourism careers and increased opportunities which are expected to materialise within the region
- An extensive understanding of careers and progression opportunities within the industry.



10 Reasons to Love Tourism

1 The Variety

Every day is different. There is never a dull moment. Tourism offers many different experiences and challenges.

2 Dealing with People

You will have the opportunity to meet and deal with people from all over the world. You will feel good knowing that you have helped or entertained a diverse group of customers.

3 Working with other tourism employees.

Tourism employees tend to be dynamic, interesting and upbeat.

4 The opportunities.

The sector is growing, there are so many different types of jobs and career opportunities in the tourism sector.

5 Advancement Potential

There are opportunities for relatively quick advancement in tourism. If you work hard, you can move up to the next level faster than you could in many other sectors.

6 Developing global skills

Tourism skills are transferable all around the world. Once you have experience, you can work in many different parts of the world.

18% increase in tourism jobs in Northumberland in five years

7 Easy to get started

It is important, to get tourism training and education if you want to get started and build a career in tourism.

8 Home and abroad

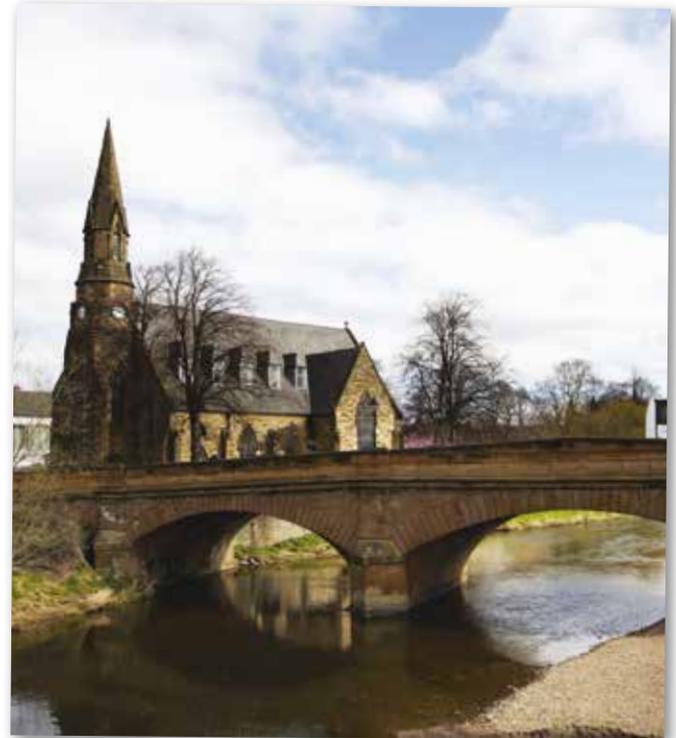
Tourism provides opportunities for you to work within the rural landscape of Northumberland and to travel abroad to a wide number of destinations.

9 Tips!

Many tourism employees are happy to supplement their income with tips. They enjoy being able to influence their tip amount by providing good service.

10 Creativity

A great variety of tourism jobs, allow you to think on your feet and be creative.



Who is the qualification for?

These qualification meet the needs of candidates who work or want to work in Rural Tourism. You will be interested in working for an organisation that actively promotes Northumberland and its areas of special interest, historical interest, or natural beauty. You will be interested in working with groups and sharing a passion for providing exceptional service. Candidates will learn, develop and practise the skills required for employment and/or career progression in the Rural Tourism sector.

What will I study?

Year 10 and 11

- In year 10 you will complete the **Certificate in Travel and Tourism Level 1**
- In year 11 you will complete the **Certificate in Travel and Tourism Level 2**
- Core GCSE subjects in Maths, English and Science and training in the latest Digital Technologies
- Business enterprise skills
- Rights and responsibilities
- Enrichment

The Level 1 Certificate covers the following areas:

- The UK travel industry
- The UK tourism industry
- Customer service in travel and tourism
- Locational geography
- Planning for and taking part in a visit
- Providing information on a tourist destination.
- Preparing for employment in travel and tourism

The Level 2 Certificate covers the following areas:

- Customer service in travel and tourism
- The UK travel and tourism industry
- Promotion in travel and tourism
- UK rural tourism

You will gain work experience in the award winning tourist attraction, Kirkley Hall Zoological Gardens. You will also gain experience working with key partners that include Kielder Water, Northumberland National Park, Active Northumberland and Northumberland Tourism.

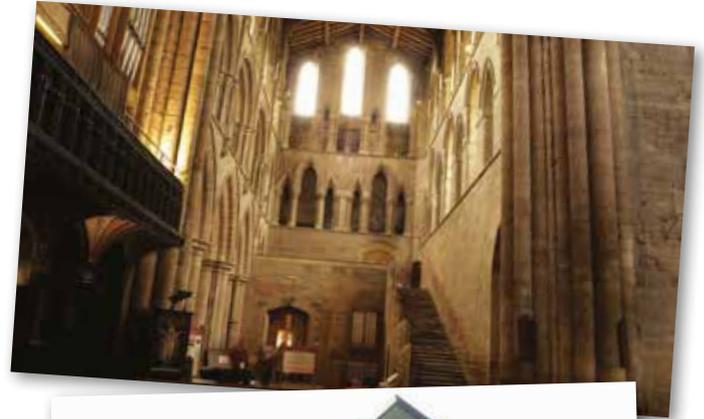
What skills will I develop?

This qualification provides learners with an understanding of the principles of the Tourism industry and allows them to explore the various avenues of work within this industry.

It prepares learners to progress to further study and develops the skills necessary to work within the travel and tourism industry including gaining many transferable skills.

What will I gain from this qualification?

Learners will understand the importance of meeting customer needs in travel and tourism and the different types of facilities and services. The learner will demonstrate customer service skills and how to deal with challenging situations. They will also understand the structure of the UK travel and tourism industry as well as the different types of organisations. They will look at the factors in the development of the tourism industry and relevant job opportunities in the sector with particular focus on UK rural tourism and the different factors involved.



You will study Science, Maths and Digital Technologies in our brand-new STEM centre opening 2017

Progression opportunities

Post 16 level 3 progression options

Upon completion of year 11, you will have the opportunity to progress within the career college to year 12 and 13 to a level 3 travel and tourism qualification

Higher Education level 4/5 progression options

Upon completion of your level 3 full time course you will have the opportunity to join one of the following college part time Foundation degrees:

- Event Management

Higher Education Level 6 progression options

Upon completion of your level 4/5 qualification, you can progress to study level 6 at university:

- (Hons) Degree in Event Management

There are a wide range of tourist attractions within Northumberland offering many job opportunities. Some of the attractions we boast are **Cragside, Alnwick Castle and Gardens, Kielder Water and Forest Park, Wallington Hall, Kirkely Hall Zoological Gardens, Bamburgh Castle and Hadrians Wall** to name just a few.

Career Opportunities

Tourist Guide/Tourist Information services

This role could see you work in places of interest such as historic buildings, farms, zoos, gardens or museums. Your duties could involve taking groups of people on tours and themed walks.

As a tourist guide working for an employer such as a coach trip tour operator, you may be able to earn between £18,000 and £20,000.

Hotel Services

This area could see you working in a variety of roles in the hotel industry such as a porter, hotel room attendant, receptionist, and hospitality services (working in restaurants and cafes as a waiter and bar staff) and you could work your way up to management roles.

For roles in hotels you could start earning £12,000 and anything from £20,000 as part of management.

Visitor Attractions worker/manager

Working in visitor attractions, for example, theme parks, national trust sites, museums, historic buildings and zoos. Part of your role would be to maximise the number of people coming to visit a site and making sure they have an enjoyable time. As a manager in this area you would be responsible for planning and managing staff and health and safety.

At a manager level you could expect to earn anywhere from £22,000 and up.

There are over 13,000 jobs in Northumberland Tourism industry

Events Management

Events managers are responsible for planning and running all kinds of events, for example, music festivals, weddings, exhibitions and parties. You would plan the event and see it through until the very end, managing it on the day too.

A starting salary could be anything from £17,000 and this can increase significantly with experience.

Roles within the National Trust

There are a wide variety of roles within the National Trust such as, fundraising, administration, catering, retail, gardening and countryside management to name a few. The skills you would learn from your Land Based Rural Tourism would put you in good stead to apply for vacancies within the National Trust.

Nature Conservation Officer

As a nature conservation officer you'll work to protect, manage and enrich the local environment. This can include grassland, woodland, forests, coastal areas, moorland, mountains and rivers. Depending on the area you live, you might also work in marine habitats. Part of your role will be to promote awareness and understanding of the natural environment and encourage people to access and use the countryside.

General salaries could start anywhere from £18,000 and increase with experience.

Career Opportunities

Roles within Northumberland National Park

Working in Northumberland national park could see you looking after the landscapes, wildlife and working within the community. Some of the roles could include;

- Countryside ranger/officer - maintaining areas of countryside and preserving natural habitats. Looking after all issues relating to environmental and countryside.
- Communications officer - promoting the UK's national parks around the country or in your local area, working out in the community and campaigning.
- Project officer - Supporting to run important projects related to Northumberland National Parks, this could include encouraging more people to visit the park.
- Administration officer - for example, providing admin support to projects running within the National park.

Roles within Holiday parks

There are a variety of roles to explore within Holiday park sites, with Haggerston Castle, Sandy Bay and Whitley bay Holiday Parks all within the Northumberland area. You could see yourself working as;

- Hospitality and catering staff e.g. waitress/waiter, chef, café and bar staff.
- Reception/admin
- Park attendant
- Activity Assistant or entertainment staff
- Event's organiser

Tourist Guide/Tourist Information services

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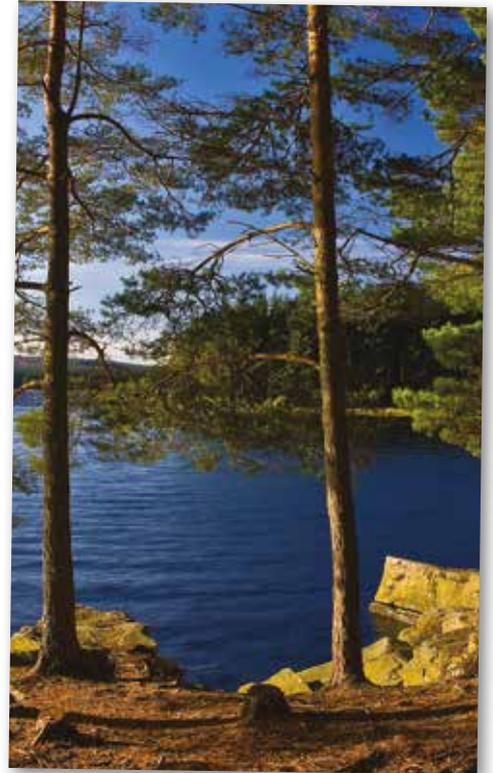
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*Salary information taken from www.nationalcareersservice.direct.gov.uk, www.prospects.com.





The Sill is just one of the exciting new visitor attractions planned in Northumberland boosting the tourism industry and creating jobs.

Scheduled to open in 2017 on the site of the previous National Park visitor centre, The Sill is an all-weather facility expected to attract over 100,000 visitors per year.

It will offer a range of activities and walks throughout the Park and will give substantial support to the rural economy with office facilities for over 20 local outdoor pursuit start-up businesses and new employment opportunities.

It will also house an extensive café offering fine fair from food producers across the county and will include a new state-of-the-art 90 bed youth hostel.





To find out more about Career College and to apply:

T. **01670 841200 / 841299**

E. **careercollege@northland.ac.uk**

W. **www.northumberland.ac.uk/careercollege**

Or come along to an open event
– see our website for details



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