

# **Kenmare Adult Education Centre**

## **Tourism & Business (5M5011)**

### **Major Award (QQI Level 5)**

**Prospective  
Students  
Information  
Pack**

## **What does the Course Involve?**

There are a total of **8 subjects**, all Tourism & Business related. You will find a brief description of each subject in this pack. A few of the subjects have short exams, most are assessed by work that you do at home and in class. You need to be reasonably computer literate (able to send an email and word process a letter) and willing to do some extra work in your own time, when needed. (This might be exam revision or research or completing an assignment)

We do realise that many people will have other commitments in their lives outside of the course, but we need to have an **80% minimum** attendance rate for every subject. If you have to miss a class, you must inform your tutors and arrange to catch up with what you have missed. Tutors in turn will make every effort to stick to the timetable that is set at the start, and if they are unable to be there, will arrange for another tutor to take their class.

## **How do I apply for this course?**

Application by way of **CV**, and completed **Application Form**, (2 pages included at the back of this pack) to be delivered to Kenmare Adult Education Centre by 1 pm on **Friday 8<sup>th</sup> September 2017**. Selection is by means of **Interview** and will be held on Wednesday 13<sup>th</sup> September 2017. (We will let people know if they have a place the day after Interview) Course will begin on **Monday 18<sup>th</sup> September 2017**. (subject to getting sufficient number of applicants)

As there are a limited number of places on this course the emphasis will be on recruiting students who can show that they want to successfully complete this course. With this in mind we are asking people to demonstrate their interest in the application process (application form & interview) - which will be as much about life, and work experience, as formal qualifications.

## **APPLICATIONS FROM PEOPLE WITH DISABILITIES AND SPECIAL LEARNING NEEDS**

If you are an applicant with disabilities, or special learning needs, you may qualify for non-standard entry on the basis that because of the disability, or special learning need, you are not in a position to meet the standard admission criteria. You should contact the centre before you submit your application form. Arrangements for non-standard entry are made on an individual basis.

## **HOW IS THE COURSE STRUCTURED?**

The course will run from September 2017 – May 2018. Classes will be **four hours** long, with a short break of 15 minutes, and run on **Monday – Thursday**. (there may be a small few occasions during the year which may require attendance on Friday's) All classes will take place in the Centre. However, Work Experience requires people to spend **150 Hours** in a workplace setting.

## **IT LOOKS LIKE A LOT OF WORK - WILL THERE BE ANY FUN?**

There **is** a lot of work involved in this course; however, we plan to make the work manageable. Tutors will work as a team to make sure that all students are managing well and if any extra support is needed, we need to know as soon as possible. (study support will be available, if needed) We will keep you up to date at all times with what is happening on the course, and in the Centre, and want you to feel that this is Your course. If you have any ideas about how we could improve things, do let us know and within the constraints of the packed timetable, we will try to accommodate them.

## **WHAT IF YOU HAVE ALREADY GAINED SOME FETAC QUALIFICATIONS?**

As this is a FETAC/QQI certified course some people may have completed some subjects from this course at this or another centre/school. If so, please let us know on your application form. (this is important as the Centre will need to check with FETAC/QQI to see if the subjects meet exemption requirements)

## **WHAT CAN I DO AFTERWARDS?**

This course is designed to be a help for people gain employment in the broad Hospitality & Tourism area plus it can be used as a 'stepping stone' to Higher Education in the Institute(s) of Technology. If you have any questions about this, do let us know as Kerry Education & Training Board has a Career Guidance Service available to help prospective students with such background information.

## **WHAT IF YOU ARE CLAIMING SOCIAL WELFARE BENEFITS?**

We understand that doing this course should not affect peoples' current welfare benefits. However, we do advise you to check this out yourself with the Department of Social Protection (DSP) before committing to the course. On the application form we ask to know if any applicant is in receipt of a payment as this has an impact on the funding we as a centre receive and also whether, or not, a student will have to pay toward the cost of the course.

This programme is being run under the Department of Education & Skills Back to Education Initiative Programme. (BTEI) BTEI courses are free to those who are in receipt of any form of State Payment, those with a Medical Card as well as those who have not completed the Leaving Certificate. (or equivalent) Those that are in employment and have their leaving certificate may have to pay (it is important, however, to contact the centre if you are not sure as each persons' circumstances differ) All students doing the course pay **€100** to cover the cost of tea/coffee, printing, folders etc. (€50 deposit on receipt of application with the other €50 to be paid on, or before, Friday 1<sup>st</sup> December 2017. If a student leaves the course within 2 weeks of the start date the €50 deposit will be refunded. Refer to Kerry ETB student handbook if there are any further queries re fees. A copy is available from the Centre office)

# Requirements for Major Award

To receive the Full Certificate in Tourism with Business (QQI Level 5) a learner is required to successfully complete **120 Credits\*** ( 8 component certificates/subjects each having a credit value of 15) This is made up of a combination of mandatory and elective subjects. (There is no choice of electives available as the Centre is not in a position to offer choice re same)

Subjects for 2017 – 2018~

- Tourism Principles and Practice (5N2078)
- Tourism Information and Administration (5N0636)
- Customer Service (5N0972)
- Bookkeeping(5N1354)
- Work Experience (5N1356)
- Word Processing(5N1358)
- Digital Marketing(5N1364)
- Irish Cultural & Heritage Resources (5N1293)

\*The exception here is where a learner is seeking to use other relevant credits from either level 4 or level 6. (maximum of such credits being 15 – either two relevant subjects from level 4 or one from Level 6. (QQI approval is required in such cases)

~Note: There may be some small change to the subjects on offer for this course.

# **Tourism Principles & Practice**

**(15 Credit/5N2078)**

## **Purpose**

The Learners will be able to: explore what is meant by the term tourism and compile a list of the main features which make up the tourist industry; consider what constitutes a tourist, distinguish the different categories of tourist; examine the history of tourism, both national and international; identify the factors which have influenced the growth and development of domestic and international tourism; identify the main components of the tourism product; examine the types of tourism options available, and their relevance in the national tourist market, including incoming, outgoing, domestic, business, leisure, excursions, adventure, cultural, package, independent, personal and eco-tourism.

# **Tourism Information & Administration**

**(15 Credits/5N0636)**

## **Purpose**

The Learners will be able to: analyse the organisation of an effective front office in a tourism enterprise; outline the principles of marketing, retail selling, display and merchandising; identify the key aspects of legislation relevant to the tourism sector and to business administration; describe each step in the reservation process; outline sources of reservations in tourism and the hospitality sector; demonstrate best practice in personal presentation, hospitality, communications and customer care; complete a range of front office and information office administrative tasks including reservations and record keeping; provide access to visitor information; manage cash, stock, payments cash controls and appropriate safeguards; use skills in selling, cross-selling and upskilling a range of goods, services and literature available locally, regionally and nationally; devise strategies for extending visitor stay and maximising visitor spend.

## **Customer Service**

**(15 Credits/5N0972)**

### **Purpose**

The Learners will be able to: examine the principles of customer service within a range of environments; identify the key features of customer service and distinguish between the differing kinds of customer; explain the standards or rating system by which customer service is developed and measured in industry-specific areas; identify key elements of customer legislation and functions of associated regulatory organisations providing customer protection, representation and redress; explain how customer service enhances organisational effectiveness and success; describe how customers are influenced and by what; apply personal skills, attitudes and qualities when dealing with customers to include active listening and body language; use of written, telephonic, ICT skills; respond to complaints and compliments in accordance with organisation policy; demonstrate team and group work in providing customer care.

## **Bookkeeping**

**(15 Credits/5N1354)**

### **Purpose**

The Learners will be able to: explain the key terminology associated with the recording and maintenance of Bookkeeping records, using manual and computerised systems; outline the advantages and disadvantages of a computerised system over a manual one; complete a book of first entry with appropriate VAT and departmental analysis from the information contained in a range of source documents to include, invoices, credit notes, bank records, petty cash vouchers; post the information from the daybooks to the appropriate accounts in the ledgers; extract trial balances at the end of an accounting period; prepare reconciliation statement from the data supplied; prepare end of period VAT returns in accordance with the requirements of the revenue commissioners; process all tasks as per the manual ones using an accounts package, comparing manual and computerised results.



## **Work Experience**

**(15 Credits/5N1356)**

### **Purpose**

The Learners will be able to: examine work organisations and personal career opportunities in a particular vocational area, to include consideration of work-related issues and needs; analyse key challenges and opportunities facing a particular vocational area; summarise the basic rights and responsibilities of employees and employers in a particular work, organisational or institutional context, to include health, safety and welfare at work, equality legislation, union representation and regulations relating to pay; compile a personal and vocational skills audit and career plan for a specific vocational area, to include goals and action points for the period of work experience; present relevant work experience material, to include observation of good timekeeping, working independently while under general direction, meeting deadlines, personal presentation, communications, adherence to health, safety and other relevant regulations; demonstrate effective communication skills in the workplace, to include personal, interpersonal and technological communication skills; reflect on workplace experiences, to include feedback by supervisor(s) or mentor(s) on personal performance and challenges such as conflict, criticism, meeting new people and learning in relation to quality management; explore options for future education, training and employment in light of work experience

## **Word Processing**

**(15 Credits/5N1358)**

### **Purpose**

The Learners will be able to: describe a typical word processing application in terms of common usage and features including, text manipulation, document formatting, graphics, tabs, tables, mail merge and label printing; identify frequently-used toolbar icons and related functions associated with file handling and text formatting; create documents applying a range of text processing features including, margins, and line spacing, text and paragraphs, borders and shading, numbering and bullets, copying and pasting; apply file management facilities including, creating files and folders, file saving in different formats, copying files and folders; use mark-up capabilities to make track changes to documents, produce a range of different types of documents using common word processing features; print amiable documents and labels using a range of print features; create document

templates by performing all required steps; improve personal performance by using additional resources to solve unfamiliar word processing problems.

## **Digital Marketing**

**(15 Credits/5N1364)**

### **Purpose**

The Learner will be able to: outline the unique characteristics of the web as a marketing tool; differentiate digital marketing from traditional marketing practice; have an understanding of the historical, current and evolving role of digital marketing; identify and evaluate examples of digital marketing strategies across several industries; outline the stages of analysis, development, implementation and control of digital marketing campaigns; identify e-tools to include social media marketing, blogs, rich media, email marketing, search engine optimization, online advertising and their application to digital marketing campaigns; outline strengths and weaknesses of e-tools; plan a digital marketing campaign from inception to completion; monitor digital marketing campaigns and use e-tools to include web analytics, social media mentoring and social bookmarking to measure their effectiveness; demonstrate a range of client management relationship skills to establish and maintain the business-to-business process.

## **Irish Cultural & Heritage Resources**

**(15 Credits/5N1293)**

### **Purpose**

The learner will be able to: discuss a broad cross-section of the cultural, built and natural heritage of Ireland; explain different concepts and manifestations of cultural and heritage including personal, familiar, local, regional, national and world concepts of heritage; illustrate the principles of good heritage management in Ireland; explain the concept of conservation, renovation, restoration, and revitalisation as they apply to culture and heritage; identify public and private stakeholders in Irish culture and heritage; evaluate a range of local and national cultural and heritage visitor attractions; outline significant and representative cultural and heritage developments which can be used to shape local and national policy; evaluate good and bad practice in heritage management and development; assess the range of effectiveness of different interpretative media in use in cultural and

heritage organisations; evaluate access to and relevance of cultural and heritage of different socio economic groups in Ireland; reflect on own role and contribution to the cultural and heritage event considering planning objectives and time management.

# **Kenmare Adult Education Centre**

**Tourism with Business**

**(QQI Level 5)**

## **APPLICATION FORM**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**CONTACT TELEPHONE NUMBER:** \_\_\_\_\_

**1. Outline below why you want to do this course**

**2. Previous Qualifications** (including any QQI courses)

<b>Subject</b>	<b>Level</b>	<b>Year</b>	<b>School/Centre</b>
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**Department of Social Protection Benefits**

Please let us know what, if any, benefits you are claiming. (under the BTEI Programme guidelines we have to have a certain number of students in each course who are in receipt of some form of state payment)


**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please return this **Application Form**, (these 2 pages only) plus **CV** to Kenmare Adult Education Centre, Bell Height, Kenmare. Co. Kerry, by post or via email to [info@kenmareaec.ie](mailto:info@kenmareaec.ie) to arrive not later than **1 PM** on **Friday 8<sup>th</sup> September 2017**.