



# Careers in Travel & Tourism

*Your guide to training, jobs and opportunities*

Liverpool & Merseyside | Level 1 to Level 3 | SEND-friendly options may be available



## Why Choose a Career in Travel & Tourism?

- Work in an exciting, fast-paced global industry
- Travel opportunities — work at airports, hotels, cruise ships, tour companies and holiday resorts worldwide
- Diverse roles — from customer-facing (tour guides, holiday reps) to behind-the-scenes (planning, marketing, operations)
- Excellent people skills development — working with customers from different cultures and backgrounds
- Progression into management and supervisory positions
- Growing industry — Liverpool City Region attracts 56+ million visitors annually with 50,000+ jobs in the sector



## Skills and Personal Qualities

- Excellent customer service skills — friendly, professional, helpful
- Communication — clear speaking and listening skills in English (some roles require other languages)
- Geography knowledge — understanding destinations, cultural differences, world locations
- Organisational skills — planning itineraries, managing bookings, attention to detail
- Problem-solving — handling customer issues calmly and finding solutions
- Physical fitness — some roles require standing for long periods, especially airline cabin crew
- Flexibility — willingness to work weekends, holidays, shifts and travel



## Useful School Subjects

- Geography — destinations, cultural knowledge, international locations
- Languages — French, Spanish and other languages valuable for customer service
- Business Studies — tourism operations, marketing, customer service
- Hospitality & Catering — if interested in hotel, resort or cruise ship roles
- ICT — booking systems, customer management software, digital platforms



## Local Courses (Levels 1 to 3)

Courses are available at local colleges across Merseyside. Many courses accept students without GCSEs.

### Travel & Tourism

- City of Liverpool College — L1, L2, L3 Extended Diploma | FdA Tourism, Leisure & Hospitality (higher education)
- Hugh Baird College — L2, L3 Travel, Tourism & Aviation | Introduction to Travel & Tourism (short course)
- St Helens College — L1, L2, L3 Travel & Tourism | FdA Tourism & Hospitality Management (higher education)

## Cabin Crew & Aviation Specialist

- City of Liverpool College — Cabin Crew Training | Aviation Operations L2
- Hugh Baird College — Cabin Crew & Aviation courses with dedicated training room
- St Helens College — Cabin Crew L2 | Aviation Operations L3

## SEND-Friendly & Supported Provision

- Supported study options may be available — speak to your careers adviser about what could work for you

## Apprenticeships and Training

- Travel & Tourism Apprenticeship — Level 2-3
- Hospitality & Catering Apprenticeship (for hotel/resort roles) — Level 2-3
- Aviation Ground Operations Apprenticeship — Level 2-3
- Short courses in customer service, holiday rep training, travel booking systems and tour guiding
- Cabin Crew intensive training courses (separate from formal qualifications)
- Search live vacancies: [www.findapprenticeship.service.gov.uk](http://www.findapprenticeship.service.gov.uk)
- Supported Internships (for students with an EHCP) are run by local colleges with their selected employer partners — ask your careers adviser whether this route could suit you

## Jobs, Volunteering and Work Experience

The travel and tourism industry offers roles in multiple settings — from high street travel agencies to airlines, cruise ships, hotels, resorts, visitor attractions and tour operators worldwide.

Role	Where You Work	Starting Qualification
Travel Agent / Travel Consultant	Travel agencies, tour operators, online	L2 Travel & Tourism
Holiday Representative / Tour Guide	Holiday resorts, tour operators, attractions	L2-L3 Travel & Tourism
Cabin Crew Member / Flight Attendant	Airlines (Jet2, British Airways, Ryanair, etc.)	Cabin Crew L2 qualification
Hotel Receptionist / Front Desk Agent	Hotels, resorts, holiday parks, leisure centres	L2 Hospitality or Travel & Tourism
Cruise Ship Staff / Hospitality Officer	Cruise ships, ocean liners	L2-L3 Hospitality/Tourism
Tour Operator / Product Manager	Tour operators, destination management	L3 Travel & Tourism + experience
Event Coordinator / Conference Organiser	Hotels, visitor attractions, event companies	L2-L3 Travel & Tourism/Events
Airport Ground Staff / Operations	Airports (Liverpool John Lennon, Manchester)	L2 Aviation Operations
Visitor Attraction Staff / Museum Guide	Tourist attractions, museums, heritage sites	L1-L2 Customer Service/Tourism

**Typical starting salary: £17,000–£22,000. Experienced reps, managers and cabin crew earn £26,000–£40,000+.**  
**Liverpool City Region average: £24,000–£33,000.**

## Work Experience & Volunteering

- Volunteer at visitor attractions, museums, heritage sites or cultural venues
- Volunteer tour guide at local attractions (e.g. The Beatles Story, Albert Dock, Liverpool Cathedral)
- Work placement through college with hotels, travel agencies or visitor attractions
- Event volunteering at festivals, conferences and sporting events
- Customer service volunteering with tourism boards or information centres

## Next Steps and Contact Information

- Visit college open days and websites

- Search for local jobs: [www.indeed.co.uk](http://www.indeed.co.uk) | [www.notjustjobs.com](http://www.notjustjobs.com)
- Find apprenticeships: [www.findapprenticeship.service.gov.uk](http://www.findapprenticeship.service.gov.uk)

<b>TAGS Careers</b>	<a href="http://www.tags.careers">www.tags.careers</a> — local careers information and resources
<b>Colleges</b>	City of Liverpool College: <a href="http://www.liv-coll.ac.uk">www.liv-coll.ac.uk</a>   Hugh Baird: <a href="http://www.hughbaird.ac.uk">www.hughbaird.ac.uk</a>   St Helens: <a href="http://www.sthelens.ac.uk">www.sthelens.ac.uk</a>
<b>More Support</b>	Your careers adviser can provide additional guidance tailored to your needs
<b>Apprenticeships</b>	<a href="http://www.findapprenticeship.service.gov.uk">www.findapprenticeship.service.gov.uk</a>   <a href="http://www.indeed.co.uk">www.indeed.co.uk</a>   <a href="http://www.notjustjobs.com">www.notjustjobs.com</a>