

Education 2011

The indispensable guide to life after college and A-levels

3 MAXIMISE MANAGEMENT POTENTIAL 4 TAKE ALTERNATIVE UNIVERSITY ROUTE 5 DEGREES WITHOUT MONEY WORRIES

Your ticket to a rewarding career

FOR students leaving school and college this summer, enrolling on an academic course at university is far from the only option available to them.

The Organisation for Tourism and Hospitality Management (OTHM) is urging those with GCSEs, A-levels or other appropriate qualifications to seriously consider working in their sector – and is offering a range of recognised vocational qualifications to help them launch their careers.

According to VisitBritain, tourism is Britain's fifth largest industry, our third largest export earner and worth around £115 billion a year.

It employs around 2.6 million people and supports more than 200,000 small and medium-sized enterprises (SMEs). Overseas visitors contribute £3 billion to the Treasury every year.

OTHM is a British professional membership and examination body offering both local and overseas students the opportunity to gain certification, relevant work experience and a "top-up" to either a BA (Hons) or MSc in tourism and hospitality management.

Acknowledging that the industry is now broader and more complex than ever before and that the tourism and hospitality sectors are increasingly intertwined, OTHM certificates and diplomas are recognised by employers as "stand alone" qualifications.

A British examination body offers a range of qualifications to help students launch a career in the hospitality sector. By **Sarah Richardson**

Students can apply to any UK university that has a leisure and tourism department for the "top-up" facility.

Tim Murari, OTHM's CEO and director of marketing and planning, says: "Organisations seek individuals that have relevant work experience and certification to work across the industry or at least understand the workings of the industry as a whole. Thomas Cook, for example, is not just a tour operator but also has invested in its own aircraft fleet as well as resort accommodation and travel agencies.

"Virgin not only operates an airline but also has trains, tour operations and owns accommodation.

"Students with A-levels or holders of GCSEs/O-levels aged over 18 should consider the OTHM professional qualification route as an alternative to joining a university. They will not only benefit from a work placement,



Acknowledging talent: Tim Murari, CEO of The Organisation for Tourism and Hospitality Management, with an award-winning student

For more information visit othm.org.uk

certification every six months and a professional qualification, but also a study fee structure that saves both time and money – particularly as university tuition fees rise."

OTHM courses can be studied full-time for either one, two or three years, depending on your entry-level quali-

cations and work experience, and you also have the part-time option if you are already working in the industry. Selected OTHM centres also offer a work placement introduction facility.

Hospitality and tourism is an international language and so are the work possibilities. Students joining interna-

tional chains either on the tourism or hospitality sectors may also have the opportunity for overseas placements and internship programmes.

Antoinette Karunaratne is a student from Sri Lanka. She says: "The OTHM course is ideal for students like me who aspire to be managers in the tourism and hospitality trade, as its subjects cover all these areas.

"This gives us the opportunity to link basic management theories to our chosen trade, giving us an edge in the workplace. OTHM is also being promoted internationally, which means the tourism/hospitality trade worldwide is becoming more aware of the high standards of OTHM qualifications."

Antoinette has completed the diploma level with awards and hopes to complete her higher diploma in December with similar plaudits.

"I used my OTHM higher diploma for direct entry into the final year of a BA(Hons) in tourism and hospitality at Bournemouth University," she adds.

Nadya Ryabova is currently completing a full-time OTHM Higher Diploma (level 6). Nadya worked as an assistant manager in a restaurant and says she enjoyed the atmosphere, the environment and working with people.

"I also want to work in the tourism industry and OTHM helps to achieve this by providing programmes in both hospitality and tourism," she says.



OTHM
The Organisation for Tourism and Hospitality Management

Equivalent NVQ-level 3, 4, 5, 6 & 7

- Full-time with work placement opportunity
- Part-time - Evening, Day Release and/or Saturday classes.
- One year Top-up progression to BA (Hons) or Master level in Tourism & Hospitality.

Visit or contact our centres for further details:

Study OTHM Management Programmes in Hospitality, Travel & Tourism Commencing September 2011

Ideal for new entrants to industry or individuals wishing **career progression** with existing or new employer.

Please visit www.othm.org.uk and also contact your local OTHM centre for further details – including start dates, timetables and fee arrangements.



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Success in the service sector

Can you see yourself working in tourism and hospitality but you're not sure how to get there? Whether you've run your own hotel or you've never folded a napkin, the Organisation for Tourism & Hospitality Management (OTHM) can give you the career launch you need.

Accredited by the National Qualifications Framework, the OTHM is a membership, examination and awarding body helping people like you get ahead in the British tourism and hospitality industry. With subject areas including conference and event management, tour management, food and beverage management, and tourism geography, you'll be hard-pushed to find a more industry-focused course in London.

> On the front line

The OTHM believes in setting you up for a long and fulfilling career in tourism and hospitality. The work placement scheme on its full-time courses lets you learn valuable professional skills while making an impression with potential employers. By the time you graduate, you'll have the contacts and experience you need to hit the ground running.

The Organisation for Tourism & Hospitality Management: The professional route to a service-sector career
BY WILLIAM EVERETT

> On the up

Since its London launch in 2003, the OTHM has registered more than 10,000 students and opened regional centres in Birmingham, Manchester, Newcastle, Luton, Portsmouth, Leicester, Reading, Essex, Middlesex and Kent. To better service the markets in Asia and the Far East, the OTHM now runs an office in Colombo, Sri Lanka, and students in Britain qualify for an exciting range of internship opportunities worldwide.

The Organisation for Tourism & Hospitality Management gives you the chance to earn a professional qualification, gain work experience as you study and, ultimately, excel in a global growth industry. For more information, visit www.othm.org.uk or contact one of the OTHM's key centres.



Hospitable: OTHM students get to know each other over a picnic

> Would it suit me?

■ I have no formal qualifications. Can I apply? Yes. You could apply for the OTHM Level 3 Introductory Certificate in Tourism and Hospitality Management. This three-month programme allows students with no formal qualifications to get a foot in the door and move on to a higher level of study.

■ I have A-levels and/or GCSEs. What shall I do? If you have A-levels and/or GCSEs and you're over 18, go for an OTHM professional qualification. A practical alternative to a university degree, these courses include a work placement and career-oriented teaching for a competitive fee.

Here are the professional qualifications on offer:

- > The one-year Level 4 Professional Certificate, (equivalent to the first year of a degree).
- > The two-year Level 5 Professional Diploma (equivalent to an HND or the first two years of a degree).
- > The three-year Level 6 Professional Higher Diploma (equivalent to an undergraduate degree).
- > On completion of Level 6, students can progress to the Level 7 Postgraduate Diploma and gain an MA or MSc in International Tourism and Hospitality.

> All postgraduate qualifications are awarded by one of the OTHM's university partners: London South Bank University, the University of Hertfordshire or the University of West London (formerly Thames Valley University).

■ Am I too old to be a student? No. The Organisation for Tourism & Hospitality Management welcomes mature applicants either working in tourism and hospitality already or looking for a career change. You can choose to study full-time, or via part-time day, evening or Saturday classes to help accommodate work and other commitments.

> Case study

Milon Mahmud completed the OTHM's Level 6 Professional Higher Diploma. 'It gave me in-depth business knowledge,' he says, 'and focused on the most practical aspects, such as marketing and operations management, which have been a big advantage in the real world. 'We also learnt about modern business systems, accounting and competition - subjects you cover on a Master of Business Administration (MBA) course and all vital parts of today's

business world. With my diploma from the OTHM, I was able to go to the University of West London to gain an MA in hospitality. I had a head start on my master's course thanks to the OTHM and now I enjoy a successful career in the industry. 'Despite the global economic crisis, there are thousands of jobs in tourism and hospitality in London, and many more worldwide, and the OTHM gives you the perfect launch pad.'



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