

Travel & Tourism | BTEC Tech Award Level 1/2

TEACHER RESPONSIBLE FOR COURSE : Mrs T. Laney-Hubbard / Mrs R Kenshole

DESCRIPTION OF COURSE

The travel and tourism sector is the UK's third-largest employer, accounting for 9.5 per cent of total employment. Tourism is one of the fastest-growing sectors in the UK in employment terms, employing nearly 3 million people.

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment.

Learners will develop: knowledge that underpins the effective use of skills, processes and attitudes in the sector such as the appeal of different tourist destinations to different types of customer, and the factors that influence travel and tourism.

As well as skills such as researching different travel and tourism organisations, the features of tourist destinations, and the products and services available to meet the needs of different customers.

The course is based on coursework and will involve fieldwork across the units.

CONTENT

Component 1: Travel and Tourism Organisations and Destinations

Learners will investigate travel and tourism organisations, their aims and how they work together. They will explore types of travel and tourism and the features that make destinations appealing to visitors.

Component 2: Influences on Global Travel and Tourism

Learners will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Learners will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

Component 3: Customer Needs in Travel and Tourism

Learners will investigate how organisations use market research to identify travel and tourism trends, and customer needs and preferences. They will apply their understanding by selecting products and services, and planning a holiday to meet customer needs and preferences.

ASSESSMENT

Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism				
Component number	Component title	GLH	Level	How assessed
1	Travel and Tourism Organisations and Destinations	36	1/2	Internal
2	Influences on Global Travel and Tourism	48	1/2	External
3	Customer Needs in Travel and Tourism	36	1/2	Internal Synoptic

PROGRESSION

Learners who generally achieve at Level 2 across their Key Stage 4 learning might consider progression to:

- A Levels as preparation for entry to higher education in a range of subjects
- study of a vocational qualification at Level 3, such as a BTEC National in Travel and Tourism, which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the tourism sector.