

BTEC Travel and Tourism

Examination Board: Pearson Edexcel

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Course Aims:

The Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism is for Pupils who want to acquire knowledge and technical skills through vocational contexts by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism as part of their Key Stage 4 learning. The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs and is the equivalent size and level as a GCSE. The qualification provides an engaging and stimulating introduction to the world of travel and tourism.

Course Description:

Unit 1: Travel and Tourism Organisations and Destinations (Coursework) - Pupils 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.

Unit 2: Influences on Global Travel (Examination) - Pupils will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Pupils 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.

Unit 3: Customer Needs in Travel and Tourism (Coursework) - Pupils 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.

How will I learn?

The lessons will have interesting content which will make use of thinking skills activities, paired and group work as well as developing research, presentation and communication skills. There will be talks from industry experts and opportunities to visit subject specialist facilities.

Possible Career Pathways:

The travel and tourism pathway includes occupations focused on the development, research, packaging, promotion and delivery of a traveller's experiences — including skills such as operating a facility, developing promotional materials, planning trips and events, and managing a customer's travel plans. Future careers include: holiday representative, tour manager, tourism officer, travel agent, pilot, air hostess, customer service manager, event manager, hotel manager, marketing executive and many more.