BTEC Travel and Tourism

Awarding Body	PEARSON	**Specification Code**	601/9023/1
Purpose of the course	This **new qualification** is designed to support learners who are interested in learning about the business environment of the travel and tourism industry. It is equal to 1 full A level. The general emphasis is less on examination and more on exploration and project work. Learning is enhanced by trips, guest speakers from the travel industry and by allowing students the opportunity to conduct work experience. **Trips and experiences** are a core part of the course. Learning trips to Disney Land Paris, a UK seaside resort, and UK tourist hotspots are all planned. A work experience activity will also be available.		
Entry requirements	English Language 4		
Type of qualification	BTEC Level 3 National Extended Certificate		
Course contents	The BTEC course gives an in depth insight into the workings of the travel industry. Students study 4 key units, learning is enhanced by guest speakers, trips and work experiences. **Taught units** 1. **The world of Travel and Tourism -** a look at the business side of the industry 2. **Global Destinations -** a look at the role location and environment plays within the industry 3. **Principles of Marketing in Travel and Tourism -** a deeper look at the business side to the industry 4. **Visitor Attractions -** Developing analysis skills focused on the success of attractions		
Assessment method	50% coursework and 50% examination (examination topics are pre notified)		
Further studies	The qualification carries UCAS points (see page 94 of spec) and is recognised by higher education providers (see stakeholder recognition tab on the exam board website linked below) as contributing to admission requirements to many travel and tourism courses. It can give context to subjects that would benefit from some sector background and be taken as part of a diverse programme, leaving progression options fully open. When combined with other qualifications within a two-year study programme, such as AS/A Levels or another BTEC National, you can progress to higher education degree programmes at college or university. It is a great springboard into direct employment or into an apprenticeship programme. https://qualifications.pearson.com/en/qualifications/btec-nationals.html		
Subject Lead	Mr Cato		