



# BTEC Level 3 Travel & Tourism



**Exam Board:** Pearson

**Entry requirements:** Grade 4 in GCSE Maths and GCSE English Language

## Intent

### Structure

The travel and tourism industry is one of the fastest growing industries in the UK. The value of tourism to the UK economy is approximately £200 billion, and the sector employs just under 4 million people. This course will give you valuable insight into this industry and prepare you well for further study or employment.

As the subject contains coursework elements, it will suit those who excel at independent study, and complements subjects such as Business, Photography and Geography in particular.

The qualification is equivalent in size to one A level and is designed to occupy one-third of a typical study programme, which could include other vocational or academic qualifications, such as another BTEC National or A levels. This qualification gives a broad introduction to the travel and tourism industry, with an emphasis on core knowledge and fundamental skills that are transferable across other sectors. No prior study of the sector is needed, just a passion for discovering the world!

## Implementation

### Content & Sequencing

Usually Travel and Tourism will have two teachers delivering their BTEC so that they receive appropriate expertise from their teachers in their areas of knowledge and industry experience.

Everyone taking this qualification will study four units, covering the following content areas:

**Unit 1** - the world of travel and tourism – this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK

**Unit 2** - global destinations – you will investigate the features, appeal and importance of different global destinations

**Unit 3** - principles of marketing in travel and tourism – this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

**Unit 4** - visitor attractions – you will investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience

### Assessment Methods

Throughout the course students will be informally assessed verbally in class, written homework, end of unit assessments and mock exams.

The final assessments are as follows:

Unit 1: Exam: 1.5 hour theory paper

Unit 2: Exam: 3 hour task

Unit 3: Coursework

Unit 4: Coursework

Grades for BTEC Travel and Tourism are from Distinction\* - Pass.



## Impact

### Onward Progression

The Travel and tourism industry is one of the most exciting and vibrant in the world. You could be helping someone find their dream holiday, travelling the world as cabin crew, helping people have the experience of a lifetime as a holiday rep, or progressing through the ranks to become a senior manager. Our courses also equip you with universally transferrable skills and the confidence to pursue a career in the fast-paced travel industry.

The subject often leads to careers in Hotel Management, Airline Management, Cabin Crew, Tour Operations, Travel Agent, Event Management. Many of our students go on to study in Travel and Tourism related areas such as Tourism Management or Business related degrees. Many also work within the industry. Our alumni include Air Stewards, Travel reps and tour operator managers. They usually stay in touch from around the world!

## Further information contact

Ms Janey Hanley - Curriculum Lead for Travel  
janey.hanley@shoreham-academy.org