

TRAVEL & TOURISM

COURSE OVERVIEW

The Travel and Tourism course is suitable for students who have an interest in travelling and how tourism influences destinations. The course gives students the opportunity to develop their knowledge and skills in a practical learning environment through coursework rather than exam dependant.

Component 1: Travel & Tourism Organisations and Destinations – students will investigate Travel & Tourism organisations in the UK, their aims, key products and services and how they work together. They will explore the role of technology and understand different types of tourism, types of visitors and the features and routes to popular tourist destinations.

Component 2: Customer Needs in Travel & Tourism – Learners will learn how organisations use market research to identify travel & tourism trends, customer needs and preferences. They will explore how specific needs are met by organisations and therefore plan for travel effectively.

Component 3: Influences on Global Travel & Tourism (External Assessment) - explore different factors that may influence global travel & tourism, and how organisations and destinations respond to these factors. This will include the potential impacts of tourism at global destinations and how organisations can manage and control tourism development to achieve sustainable tourism.

KNOWLEDGE & SKILLS DEVELOPED

Students develop knowledge and understanding by applying their learning and skills in a work-related context and this course engages students to take responsibility for their own learning and to develop skills that are essential for the modern-day workplace. This course will give learners the opportunity to improve interpersonal communication skills and independent learning techniques of value to many potential employers or further education establishments.

Qualification: **BTEC**

Awarding Body: **EDEXCEL**

ASSESSMENT METHOD

There are 3 components to the course:

Component 1 and 2 – internally assessed – 30% each - there will be a mixture of written assessments, presentations, case studies and can include video diaries, posters and graphs.

Component 3 - externally assessed – 40% - you will use knowledge and skills developed throughout the course to answer questions which focus on different areas of the UK Travel and Tourism industry.

POST 16 OPPORTUNITIES AND CAREERS

Overall, studying travel and tourism can lead to a fulfilling and exciting career, allowing you to explore the world while making a positive impact on the lives of travellers and the communities you engage with.

Career options could include Holiday representative, Tour manager, Tourism officer, Event/Hotel sector Management, Airline Pilot, Air Steward/Stewardess, Air traffic Control, Working in Airports



“This allows me to better understand parts of the tourism industry and gives me skills I can use in lots of other areas as well”.

