

## Travel and Tourism – Introduction

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 £209 billion, and the sector employs around 4 million people. In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that learners develop transferable skills, which are highly regarded by higher education providers and employers. The main requirements are good customer service skills and a good attitude towards customers.

The Pearson BTEC National Extended Certificate in Travel and Tourism is intended as an Applied General qualification. It is designed for post-16 learners with an interest in travel and tourism who want to continue their education through applied learning, and who aim to progress to higher education. 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.

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 Level.

## What will you be studying?

This qualification includes three mandatory units covering the following content areas.

- **Unit 1 – The Travel and Tourism Industry** – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- **Unit 2 – Different Types of Destinations and their Importance** – learners will investigate the features and appeal of global destinations.
- **Unit 3 – Principles of marketing in travel and tourism** – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.
- **Unit 9 – Visitor Attractions** – learners will visit and conduct research into the products, services and data analysis aims of 2 tourist attractions. Learners will focus on the appeal of these attractions and the type of customers that visit.

## Assessment

- Mandatory content (83%).

- External assessment (58%).

### **Career Pathways**

The qualification will give learners transferable knowledge, understanding and broad skills such as communicating and presenting ideas. In a large travel company, you can apply for promotion to more senior roles, including supervising staff. You could move into ticketing or travel agency work. With your customer service experience, you could apply for a job as a resort rep or as cabin crew.

L3 Business, L3 IT and a language would also compliment this course as the UK have visitors for many different parts of the world. You may also travel abroad as part of your career pathway.