

## Why this subject?

Where is Stonehenge? Why is Ibiza so appealing to teenagers? What impact is coronavirus having on the aviation industry? How is technology being used in tourist attractions? BTEC National Travel and Tourism shows you the answers!

The UK is one of the world's most popular tourism destinations with London consistently ranked as the most visited tourist destination. Tourism is the fastest growing sector in the United Kingdom. It is estimated that 3.7 million people will be employed in the industry in 2025 which will be approximately 9% of all jobs. The industry is also estimated to be worth 257 billion by 2025. With the industry being so important to the UK, why wouldn't you want to learn about it?

## Course Outline

### Year 12

#### The World of Travel and Tourism – External Examination

Students will explore different types of travel and tourism – leisure, business, specialist. They will explore different travel and tourism organisations, their roles and the products and services they offer to customers – travel agents, tour operators, attractions, transport providers, accommodation.

They will explore the size, scale and importance of the travel and tourism industry - visitor numbers, employment, spending. They will also explore the factors that affect the industry – technology, social trends, economic factors, security, environmental factors, climate change.

#### Principles of Marketing in Travel and Tourism – Internal Coursework

Students will explore how travel and tourism businesses promote themselves, and the impact of marketing activities on customer decisions and demand. Students will carry out market research to identify a product or service that could be introduced to a business/destination of their choice. They will then produce a promotional campaign for this product or service.

### Year 13

#### Global Destinations – Set Task

Students will explore the location and features that make global destinations appealing – natural features, built attractions, climate, facilities, amenities.

They will explore different methods of global transport – air travel, cruise, rail operators, local transport providers.

They will explore global trends – changing demographics, changing family structure, changing tastes. They will also explore factors that affect the popularity and appeal of destinations – war and civil unrest, terrorism, the economy, natural disasters, government support.

#### Visitor Attractions – Internal Coursework

Students will explore how visitor attractions meet the diverse expectations of visitors including how technology is used to enhance the experience for the customer. They will explore how visitor attractions are funded and how they contribute to local and national economies. They will explore how visitor attractions respond to their competitors.



### Key Information

Exam Board	Pearson (Edexcel)
Qualification Type	BTEC National
Entry Requirements	Applied BTEC pathway
Head of Department	Mr Babbage

## Assessment Outline

### Unit 1 – External Examination

- This unit is assessed by a written examination set and marked by Pearson.
- The examination will be 1.5 hours in length.
- The number of marks for the examination is 75. The assessment availability is January and May/June each year.
- Students will receive a score for the examination which is then converted into points towards the overall qualification.

### Unit 2 – Set Task

- This unit is assessed under supervised conditions. Pearson sets and marks the task.
- Students will be given Part A two weeks before the supervised assessment period in order to carry out research.
- Part B, the supervised assessment period is a maximum of 3 hours.
- The number of marks for the unit is 60. The assessment availability is January and May/June each year.
- Students will receive a score for the set task which is then converted into points towards the overall qualification.

### Units 3 and 9 – Internal Coursework

- These units are assessed internally.
- Assignments are written by Pearson and assessed by teachers.
- A sample of work will be verified by Pearson.
- Students will receive a grade of Pass, Merit or Distinction for each unit depending on their performance. This grade is then converted into points toward the overall qualification.



## Careers and next steps

### Skills

A large part of Travel and Tourism is producing professional coursework portfolios including presentations, reports and itineraries. When producing these you will develop your ICT skills in many different software programs. The course also requires you to keep up to date with developments in the tourism industry and will help you to develop your research skills. Finally, when studying Travel and Tourism you will find yourself working in teams which will help you to develop your teamwork and communication skills. These skills will help you in your future studies or career.

### Careers

The travel and tourism industry offers a broad and varied range of jobs, from a travel rep, to a ride assistant, to a flight attendant. There are also many sectors where you might gain employment including travel agents, tour operators, visitor attractions, transport providers, accommodation providers and tourism information services.