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This is a great vocational course that gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. Learners will develop:

- knowledge that underpins the effective use of skills, processes and attitudes in the sector such as the appeal of different tourist destinations to different types of customer, and the factors that influence travel and tourism;
- skills such as researching different travel and tourism organisations, the features of tourist destinations, and the products and services available to meet the needs of different customers;
- attitudes that are considered to be very important in the travel and tourism sector, including how to develop tourism while respecting the environment and local communities.

### Assessment:

The qualification consists of three components that give learners the opportunity to develop broad knowledge and understanding of the travel and tourism sector, and specialist skills and techniques in research and communication at Levels 1 and 2:

Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism				
Component number	Component title	GLH	Level	How assessed
1	Travel and Tourism Organisations and Destinations	36	1/2	Internal
2	Influences on Global Travel and Tourism	48	1/2	External
3	Customer Needs in Travel and Tourism	36	1/2	Internal Synoptic

### Internal assessment

Components 1 and 3 are assessed through internal assessment. Internal assessment for these components has been designed to relate to achievement of application of the conceptual ideas underpinning the sector through realistic tasks and activities. The components focus on:

- the development of core knowledge and understanding of travel and tourism organisations, tourist destinations, and the needs of different travel and tourism customers
- the development and application of skills such as researching types of tourist destinations and holidays
- reflective practice through carrying out research on travel and tourism products and services to make recommendations to meet customer needs
- the ability to apply knowledge and understanding of travel and tourism to a variety of contexts, including factors influencing tourism and the impact of tourism on a variety of destinations.



Internal assessment is through assignments that are subject to external assessment/standardisation.

Assignment briefs will contain guidance and are adapted to give a local context. Assignments provide the valid and rigorous final summative assessment for each learning component.

## External assessment

There is one external assessment. *Component 2: Global Influences on Travel and Tourism* requires learners to apply their knowledge and understanding of the factors influencing tourism, the impact of tourism on destinations and destination management to travel and tourism contexts.

The qualification is graded over seven grades from Level 1 Pass to Level 2 Distinction\*.

Learners must achieve all components at Level 1 Pass or above in order to be awarded a qualification. The overall grade is a direct aggregation of performance across individual components, with each component weighted according to guided learning hours.

Examples of learning activities include offsite visits; group learning; research; use of ICT etc.

Learners will investigate travel and tourism organisations, their aims and how they work together.

They will explore types of travel and tourism and the features that make destinations appealing to visitors. They will also explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. Learners will examine the potential impact of tourism at global destinations and how destinations can manage the impact of tourism and control tourism development to achieve sustainable tourism.

Learners will investigate how organisations use market research to identify travel and tourism trends, and customer needs and preferences. They will apply their understanding by selecting products and services, and planning a holiday to meet customer needs and preferences.

## Possible future careers that this course supports:

The travel and tourism sector is the UK's third-largest employer, accounting for 9.5 per cent of total employment. Tourism is one of the fastest-growing sectors in the UK in employment terms, employing nearly 3 million people, and the value of tourism to the UK economy is approximately £121 billion (7.1 per cent) of UK GDP. In 2016, travel and tourism contributed 10.2 per cent of the world GDP, and the sector now supports 292 million people in employment – that's one in ten jobs worldwide. The World Travel and Tourism Council's latest annual research shows travel and tourism's contribution to world GDP outpaced the global economy for the sixth consecutive year in 2016, rising to a total of 10.2 per cent of world GDP (US \$7.6 trillion). The outlook for the travel and tourism sector in 2017 remains robust and it will continue to be at the forefront of wealth and employment creation in the global economy.

## Homework:

Will be set regularly according to the homework timetable and recorded on Class-charts

## Any other information:

The BTEC Technical Award is an introduction to vocational learning. The qualifications give learners the opportunity to build skills that show an aptitude for further learning, both in the sector and more widely. There is no limit to progression options as the skills acquired are applicable to a range of post-16 study options.

The BTEC Technical Award differs from other BTECs designed to be taken post-16 as the qualifications offer a basis for further study, rather than meeting all the vocational requirements that learners need to progress directly to a job role in a defined occupational area. The focus is on

building skills to show aptitude and improving understanding of progression options so that learners who achieve one or more of the qualifications are equipped to go on to become work ready for an occupation post-16

