

Subject:

BTEC Travel & Tourism

BTEC Travel & Tourism Intent:

Our Exam Board is: Pearson

The Travel and Tourism sector is one of the world's largest industries and offers a wide range of employment opportunities. BTEC Travel & Tourism aims to develop an understanding of this industry and the world around us. Travel & Tourism students are encouraged to be curious about all countries around the world and the reasons why people live, work and travel in these areas.

The Big Questions...

Year 12	Year 13
<p>Unit 1: The World of Travel & Tourism</p> <ul style="list-style-type: none"> - Why do people travel? Why is the travel and tourism industry important to our economy? How is the travel industry changing? What makes good customer service? What types of business operate in the travel and tourism industry? What factors have affected the success of the travel and tourism industry? <p>Unit 9: Visitor Attractions:</p> <ul style="list-style-type: none"> - Why do we need to attract tourists to the UK? What makes the UK a popular place to visit? How has technology changed how we spend our time? Why do people visit one tourist attraction instead of another? How competitive is the travel and tourism industry? 	<p>Unit 2: Global Destinations:</p> <ul style="list-style-type: none"> - What attracts tourists to different destinations around the world? What is the most popular country to visit? What is the best way to travel? What makes the popularity of global destinations change over time? How would you plan a round-the-world trip? <p>Unit 3: Principles of Marketing in Travel & Tourism:</p> <ul style="list-style-type: none"> - How can travel and tourism companies persuade people to visit different destinations? What market research does the travel and tourism industry carry out? How would you develop a promotional campaign for a particular destination?

What skills will I develop?

With the travel industry being one of the UK's biggest employers, BTEC Travel & Tourism is a vocational subject that directly relates to the world of work. It is a subject area that gives students many options for the future, both for further study and for a career in this sector.

Students will gain valuable, transferable skills such as independent research, detailed written and verbal communication, customer service, teamwork and time management.

How will I be assessed?

Students are assessed formally in each unit throughout Year 12 and Year 13:

- Unit 3 and Unit 9 are internally assessed coursework units. Students complete assignments which are then graded as either a Pass, Merit or Distinction
- Unit 2 is an externally assessed assignment task. Students receive an assignment task from the exam board two weeks before the assessment to carry out research. Students then complete a three-hour supervised assessment.
- Unit 1 is a 1.5 hour written exam.

Points are awarded for the grade (Pass, Merit or Distinction) awarded in each unit. The points are then combined to give an overall final grade for the course of either a Pass, Merit, Distinction or Distinction*.

What great resources can I use?

<https://www.visitbritain.org/> - gives a wide range of information about the UK travel and tourism industry.

<http://www.tourist-information-uk.com/> - information about popular UK tourist attractions and guides for tourists visiting the UK

Three ways that parents/carers can help...

1. There are brilliant shows on TV that will deepen student understanding. "The Travel Show" (BBC), 'Travel Man' (Channel 4) and 'Simon Reeve Around the World' (BBC) should inspire students to look deeper into the travel and tourism industry.
2. Encourage your child to read the news online (The Guardian, BBC, Sky Business etc) or in newspapers and discuss the stories that might affect the travel and tourism industry.
3. Visit different tourist attractions with your child and encourage an interest in further travel.