|  |
| --- |
| Travel and Tourism - BTEC Tech Award |
| Exam Board | Pearson | Course Code | 603/3038/7 |
|  |
| Outline of course | This qualification includes both UK and international tourism, and allows you to explore current issues affecting global travel and tourism organisations and destinations. It also includes topics such as destination management and relationships between organisations, as well as social and ethical responsibilities/sustainability. You will explore some of the key areas within the sector, including: the contribution of travel and tourism to the UK economy; tourism development; trends in travel and tourism; how organisations meet customer needs; the location and appeal of different types of travel and tourism destinations; and the impact of travel and tourism on the local community, environment and economy. You will also prepare a holiday plan to meet customer needs, understand the different factors that influence global travel and tourism, and learn how travel and tourism organisations and destinations respond to these factors. |
|  |
| Method(s) of Assessment | Component 1.* Travel and Tourism Organisations and Destinations = internal assessment.

 Component 2. * Influences on Global Travel and Tourism = external assessment.

Component 3. * Customer Needs in Travel and Tourism = internal assessment.
 |
|  |
| Choose this subject if.. | You want to learn about the world and develop skills from the perspective of the travel and tourism industry. As a result, you will study the real world and learn how businesses operate. You want to develop 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.In Travel and Tourism, you will consider the environment and how to develop tourism while respecting the environment and local communities. |
|  |
| Possible careers/ future pathways | This course directly related to a high percentage of jobs in the travel and tourism sector, which 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 contributes substantially to the UK economy. |