

TRAVEL AND TOURISM

QUALIFICATION: BTEC LEVEL 3 SUBSIDIARY DIPLOMA (1 A LEVEL)

The Travel and Tourism industry in the UK is growing, and is of major importance to the economy. Choosing to study Travel and Tourism will enable you to broaden your knowledge of the sector, developing your understanding of the different components, factors that affect the Travel Industry, and the appeal of Visitor attractions to both inbound and domestic tourists.

Through studying a BTEC Level 3 course you are not only expanding your knowledge of Travel and Tourism but you will also be developing existing and learning new skills, such as communication, organisation, working towards deadlines and research.

ENTRY REQUIREMENTS:

The equivalent of a 4-9 grade at GCSE. Ideally, pupils should have studied a BTEC First in Travel achieving a Pass grade or a 4 in GCSE Geography.

HOW COURSE IS ASSESSED:

You will be assessed through presentations, written assignments. The course is 100% coursework, there is no exam.

WHERE NEXT?

This exciting course opens up opportunities in later life for access to University or employment.

JOB OPPORTUNITIES:

The BTEC will give you an insight into the Travel and Tourism industry and could lead to work for a Business in the Travel and/or Tourism industry in this country and around the world. It also provides a route into University.

COURSE CONTENT:

BTEC Subsidiary Diploma (6 Units over 2 years - Broadly equivalent to 1 GCE A Level)

All Units are delivered with a view to enhance your skills in application, analysis and evaluation.

Unit 1 - Investigating the Travel and Tourism Sector

This unit enables learners to develop their knowledge and understanding of the travel and tourism sector, its component industries, their role and the interrelationships within the sector. You will develop knowledge and understanding of how the sector has developed over the last 50 years.

Unit 2 - The Business of Travel and Tourism.

This unit will enable you to gain knowledge and understanding about travel and tourism as a business and appreciate that travel and tourism organisations operate and have a role to play in a business environment.

Unit 3 - The UK as a Destination.

This unit enables learners to develop their skills in locating destinations in the United Kingdom and gain an overview of how different destinations attract and meet the needs of domestic and inbound visitors.

Unit 4 - Customer Service in Travel and Tourism.

This unit enables learners to gain understanding of how excellent customer service contributes to the success of travel and tourism organisations

Unit 6 - Preparing for Employment in the Travel Industry

This unit will develop learners' knowledge about career opportunities in travel and tourism, and the stages of recruitment and selection

Unit 8 - Long Haul Destinations

You will develop skills in locating major long-haul destinations, as well as the skills needed to plan a multicentre long-haul tour.