



### Why is the study of Travel and Tourism important?

Studying the BTEC Tech Award in Travel & Tourism allows you to explore one of Britain's leading industries and find out more about your local area. Travel & Tourism is all around you; on your high-street, on your TV and someone in your street is probably employed in the sector! Almost 3million people are employed in the Travel & Tourism sector in the UK which means studying this subject will allow you to access one of the fastest growing labour markets in the UK.

### What skills will the study of Travel and Tourism teach you?

There are many skills developed during the study of Travel & Tourism including;

- Analysis of text and data to make reasonable conclusions.
- Explaining trends and patterns in data to make an argument.
- Creating extended arguments using persuasive language and balanced points of view.

### What will you know and understand from your study of Travel and Tourism?

The course is divided into three components in which different knowledge is covered.

Component One will cover your knowledge and understanding organisations such as TUI and Virgin Holidays. This will help you to write your first assignment about how organisations work together and what they do. This component will also explore UK destinations and how holiday resorts become popular overtime and how some, such as Blackpool, decline.

Component Two is the largest component and is examined by external assessment. This explores the trends and influences on global travel and tourism. A detailed knowledge of factors such as economic, social and environmental will help you to analyse trends in holidays, travel and tourism.

Finally, component three will explore the needs of customers in Travel & Tourism. By exploring world leading and exciting destinations we will understand how different types of customers (the wealthy, those who travel for business and families) are catered for and how destinations become world leaders.

### How can you deepen your understanding of Travel and Tourism?

Travel & Tourism is all around us and so there are lots of opportunities to explore the subject in the real world. A great place to start is; <https://www.visitbritain.com/gb/en>

### How are you assessed in Travel and Tourism?

There are 6 assessment points each year that we term Praising Stars®. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Travel & Tourism curriculum.

#### Component 1- Travel Organisations & Destinations (internally - 30%)

- Investigate the impact of tourism on destinations.
- Explore different organisations and how they function.

#### Component 2- Influences on Global Travel & Tourism (externally - 40%)

- Why do some resorts become very popular and some become unpopular?
- How can we build a resort which is environmentally friendly and doesn't destroy culture?
- Is Travel & Tourism only about the money?

#### Component 3- Customer needs in Travel & Tourism (internally - 30%)

- How do organisations keep customers happy?
- What is the role of air stewards and travel reps?

## Key Assessment Objectives

### Component 1- Travel Organisations & Destinations (internally - 30%)

- A Investigate the aims of UK travel and tourism organisations
- B Explore travel and tourism and tourist destinations.

### Component 2- Influences on Global Travel & Tourism (externally - 40%)

**AO1** Demonstrate knowledge of the factors influencing travel and tourism organisations, destinations, visitors and the potential impacts of tourism on destinations

**AO2** Demonstrate understanding of the factors influencing travel and tourism organisations, destinations, visitors, the potential impacts of tourism on destinations and sustainable tourism

**AO3** Make connections between influencing factors on global travel and tourism, the potential impacts of tourism on destinations, and destination management

**AO4** Analyse information to make recommendations on how to manage tourism in global destinations

### Component 3- Customer needs in Travel & Tourism (internally - 30%)

A Investigate how organisations identify travel and tourism trends

B Explore how to meet the needs and preferences of travel and tourism customers.

## Coursework Requirements

Air Steward  
Pilot  
Travel Agent  
Travel Rep  
Airport employee  
Teacher  
Social Worker  
Retail work  
Customer Service Roles

Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism Course Overview		
Term	Year 1	Year 2
Autumn 1	Component One - A	Component Two
Autumn 2	Component One - A	Component Two
Spring 1	Component One - B	Component Two
Spring 2	Component One - B	Component Three – Learning Aim B
Summer 1	Component Three - A	Component Three – Learning Aim B
Summer 2	Component Three - A	Component Three – Learning Aim B

Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism Course Overview	
Term	Year 1
Autumn 1	Component One – Learning Aim A
Autumn 2	Component Two
Spring 1	Component Two
Spring 2	Component One – Learning Aim B
Summer 1	Component Three – Learning Aim A
Summer 2	Component Three – Learning Aim B

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