

Statement of Purpose

600/1238/9 – Pearson BTEC Level 1 Certificate in Introduction to the Travel and Tourism Industry (QCF)

Who is this qualification for?

This qualification is a Technical Award broadly equivalent in size to two GCSEs, and is designed for pre-16 students working at level 1 who want to include a study of travel and tourism in their broader Key Stage 4 curriculum. It provides an introduction to some of the key themes within the sector, enabling students to develop and apply their knowledge while also acquiring a range of relevant practical, communication and technical skills.

What will the student study as part of this qualification?

This qualification provides an engaging and relevant introduction to the world of travel and tourism. The travel and tourism sector covers a wide range of activities, and so the choice of units available enables the precise nature of the qualification to be tailored to meet the interests and progression aspirations of individual groups of students. Students must learn about the UK travel industry, the UK tourism industry, customer service in travel and tourism, and locational geography. After that, there are opportunities to explore further aspects of the sector, both in the UK and overseas, including learning about package holidays, creating itineraries, creating promotional materials, and planning a visit.

What knowledge and skills will the student develop as part of this qualification and how might these be of use and value in further studies?

By developing the sector knowledge and skills outlined above, students will be well prepared for progression to a level 2 vocational course in travel and tourism or other customer facing sectors.

The portfolio-based approach to assessment will also support the development of communication skills such as extended writing and drafting, critical skills of analysis, team-working, working from a prescribed brief, working to deadlines, presenting information effectively, accurately completing tasks and processes and study skills such as research and time management. These skills will help support progression to level 2 and any future chosen course.

Which subjects will complement this course?

This qualification is designed to be taken as part of a broad and balanced curriculum at Key Stage 4. It will go particularly well alongside EBacc subjects such as languages and geography, other GCSEs and/or Technical Awards (e.g. GCSEs or BTECs in IT and business) to provide both curriculum breadth and the skills needed to make informed choices about study post-16.

Why choose the Certificate sized qualification?

Pearson offers Awards, Certificates and Diplomas in the Travel and Tourism sector at level 1. The range of sizes is designed to meet the needs and interests of students; some may need an introduction to the sector through an Award sized qualification while others who have already developed an interest in the vocational area should choose the Certificate or Diploma sized qualifications. These larger qualifications will enable them to develop a broader understanding of the sector while acquiring a range of relevant practical skills at this level.

The Certificate is appropriate in size to allow some breadth of study but still fit within a broad KS4 curriculum and will complement and enhance other subjects studied.