

Statement of Purpose

601/0234/2- Pearson BTEC Level 1/Level 2 First Diploma in Travel and Tourism

Who is the qualification for?

This qualification is a Technical Certificate at level 2 designed for post-16 students working at that level. It represents 480 guided learning hours.

It is designed for students who have chosen to focus their learning and career development within the Travel and Tourism sector and who are looking for an engaging and stimulating qualification which prepares them for progression directly into employment and/or into further study. Its size allows students to study particular specialisms in depth.

What does this qualification cover?

The qualification consists of seven mandatory units which provide the underpinning knowledge and practical skills and extend it to give the greatest level of support for students' progression to work within the sector.

- Unit 1, 'The UK Travel and Tourism Sector' helps students to understand the main types of tourism in the UK and the different component industries that make up the UK travel and tourism sector.
- Unit 2, 'UK Travel and Tourism Destinations' which allows the students to investigate the appeal of tourism destinations for different types of visitors.
- Unit 3, 'The Development of Travel and Tourism in the UK' provides students with the opportunity to explore the developments that have shaped the UK travel and tourism sector such as lifestyles, interests and technology and gives an insight into why it is such a dynamic sector.
- Unit 4, 'International Travel and Tourism Destinations' helps students to understand international travel requirements and destinations.
- Unit 5, 'Factors Affecting Worldwide Travel and Tourism' which provides the knowledge around the influential factors on worldwide travel and tourism destinations.
- Unit 7, 'Travel and Tourism Business Environments' allows students to understand the trends and the range of businesses in the travel and tourism sector.
- Unit 11, 'Delivering the Travel and Tourism Customer Experience' provides students with the opportunity to explore the importance of customer service and needs in the travel and tourism sector. The unit draws together all the themes and skills gained from other units of study and apply them to explore and evaluate case studies in customer service.

Students then choose from two groups of optional specialist units which provide a closer focus within the Travel and Tourism sector, supporting progression into a more specialised level 3 technical course or into employment. The optional units cover key areas including visitor attractions, transport, travel agency operations and marketing.

Through this, students develop the knowledge and practical skills required for a range of roles in the Travel and Tourism sector and apply them in employment-related contexts, while enabling them also to acquire a valuable range of transferable and work related skills.

The qualification also offers students opportunities to develop project management skills which are very much in demand by employers; they can learn to work independently and with others to plan, carry out and review a travel and tourism related project.

Communication skills are developed throughout the units, and students can also enhance their broader skills in ICT, while numeracy skills are developed in various units such as unit 18 where

students select, cost and provide information for cruise holidays and unit 8 when planning promotional materials to be used in the travel and tourism sector.

If the qualification is studied alongside a level 2 qualification in English and/or mathematics, it will provide numerous opportunities to develop relevant skills and knowledge.

What could this qualification lead to?

The Travel and Tourism sector is very diverse in both the size of the organisations involved, and the range of job roles they provide. Employment opportunities include a wide range of entry job roles across the travel and tourism sector, for example in travel agencies, visitor attractions or accommodation.

The BTEC First Diploma also includes a unit covering work experience in travel and tourism, which supports the need for purposeful work experience in the travel and tourism sector. Work experience will provide students with first-hand understanding of the workplace, giving them the opportunity to develop knowledge, skills and understanding within travel and tourism environments.

Mandatory unit 11 and some optional units, such as unit 19, will help provide students with the relevant hospitality and customer service knowledge to enable a route into a career into junior roles such as hotel receptionist, front-of-house staff, tour guide, assistant travel agent, visitor attraction guide or junior airport customer service agent.

Optional Units 12 and 8 equip students with marketing and promotion and sales skills which might lead to employment as a junior marketing assistant or sales representative.

Optional Units 13 and 18 provide students with the skills which might lead to employment within the transport area of travel tourism (airlines and cruises) and could lead to junior posts such as airline staff, tour operator assistant, cruise ship staff and holiday representative.

Level 3 qualifications for students who have completed the BTEC level 1/level 2 Diploma in Travel and Tourism could include BTEC Level 3 Nationals in Travel and Tourism.

Achievement of this qualification at level 2 would mean students are fully prepared to progress to a BTEC Apprenticeship in Travel Services. The qualification will have allowed students to gain a thorough understanding of the sector which will serve them well on a level 3 programme where they may choose to specialise. Achievement of this qualification at level 2 provides a sound basis for students to progress further in the Travel and Tourism industry - to a level 3 Technical Level qualification in Travel and Tourism as well direct entry to employment.

This qualification is part of a larger suite of BTEC Travel and Tourism qualifications

Students can opt to study either the Extended Certificate or Diploma as a post-16 Technical Certificate in Travel and Tourism. The BTEC Level 1/Level 2 First Diploma is the largest qualification available in the suite and is 480 GLH, and broadly equivalent in size to 4 GCSEs.

(The suite also contains an Award (120 GLH) and Certificate (240 GLH) but they are designed for use pre-16.)

The Diploma qualification is designed for post-16 students working at level 2 who want to undertake practical and technical study of the travel and tourism sector, full-time, in order to fulfil their progression aims, either to further study on a Technical Level 3 course or to a range of assistant and junior roles in the sector.

Students might choose the Level 1/Level 2 Diploma over other qualifications available in the suite if they are over 16 because it provides additional opportunities for specialisation in the professional skills required for employment, including the multi-disciplinary skills and interpersonal skills required for particular job roles and activities in the travel and tourism sector.

Who supports this qualification?

This qualification is supported by the following employers and professional bodies:

- The Guild of Travel and Tourism
- Midland Hotel
- Springboard Charitable Trust

Support letters from these organisations are available at the following link:
<http://qualifications.pearson.com/en/qualifications/btec-firsts/travel-and-tourism-2013-nqf.html>.

Further information

Further information on the qualification can also be accessed at
<http://qualifications.pearson.com/en/qualifications/btec-firsts/travel-and-tourism-2013-nqf.html>.