

## Statement of Purpose

### 601/0233/0- Pearson BTEC Level 1/Level 2 First Extended Certificate 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 has 360 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. It will enable students to develop a range of skills which will prepare them for progression directly into employment and/or into further study.

#### What does this qualification cover?

The qualification has four mandatory units. These units provide the underpinning knowledge and practical skills to support students' 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', allows the students to investigate the appeal of tourism destinations for different types of visitors.
- Unit 4, 'International Travel and Tourism Destinations', helps students to understand international travel requirements and 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.

Students then choose a further eight optional specialist units which allow them to gain an understanding of the breadth within the Travel and Tourism sector. These units cover key areas including promotion and sales, customer service, visitor attractions, transport and tourism developments.

Through this, students develop the knowledge and practical skills required for a number of roles in the Travel and Tourism sector and apply them in employment-related contexts. They can also acquire a valuable range of transferable and work related skills, including creative thinking, project- and self-management, team working, customer service and selling skills. Communication skills are also developed, together with broader skills in literacy, numeracy and ICT, for example in mandatory Unit 7 where students analyse and interpret the trends 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 and one of the UK's largest sectors in terms of the range of job roles it can provide.

This Level 1/Level 2 Extended Certificate gives a broad introduction to the sector and achievement of this qualification at level 2 will prepare students for roles that require that breadth of learning.

Achievement of this qualification at level 2 provides a sound basis for students to progress further to a BTEC Apprenticeship in Travel Services qualification. The qualification will have allowed students to gain an understanding of a range of travel and tourism areas which will serve them well on a level 3 programme where they may choose to specialise.

Employment opportunities include a wide range of job roles across the travel and tourism sector, for example entry level posts such as assistant travel agent, tourist information clerk, junior holiday representative or part of a visitor attractions team.

### **This qualification is part of a larger suite of BTEC Travel and Tourism qualifications at level 2**

The BTEC Level 1/Level 2 First Extended Certificate and the BTEC Level 1/Level 2 First Diploma are post-16 Technical Certificates.

The BTEC Level 1/Level 2 First Extended Certificate has 360 GLH and broadly equivalent in size to 3 GCSEs. The BTEC Level 1/Level 2 First Diploma, at 480 GLH, is 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.)

Students might choose to study for an Extended Certificate rather than a Diploma if they require space in their full time study programme to undertake an additional qualification, which could complement their main course of study and support their progression aims. A student could receive additional support in English and/or Maths, or other related qualifications such as ICT, Business and Music GCSEs.

### **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>.