

## Statement of Purpose

### 500/9787/8 – Pearson BTEC Level 3 Certificate in Travel and Tourism (QCF)

Tourism is Britain's fifth largest industry, it is the third largest export earner and worth £115 billion a year. It employs 2.6 million people and supports over 200,000 SME's.

The Pearson BTEC Level 3 Certificate (180 GLH) in Travel and Tourism is part of a larger suite of Travel and Tourism qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the travel and tourism sector at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

**Within this suite, the Pearson BTEC Level 3 Certificate in Travel and Tourism (180 GLH) is primarily an Applied General qualification, equivalent in size to an AS level,** which is designed to be taken alongside one or more substantial qualifications within a 16–19 study programme. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core covers the content, such as the developments that have shaped the sector (Unit 1: Investigating the Travel and Tourism Sector) and the factors that affect tourism to and within the UK (Unit 3: The UK as a Destination), that is regarded as most important by employers. It is therefore particularly appropriate for those with an interest in progressing to a career in a travel and tourism- related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as an A level in Geography and Business Studies. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, People 1st. The Pearson BTEC Level 3 Certificate in Travel and Tourism supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>