

Statement of Purpose

500/9861/5 – Pearson BTEC Level 3 Extended Diploma 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 SMEs.

The Pearson BTEC Level 3 Extended Diploma (1080 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 Extended Diploma in Travel and Tourism (1080 GLH) is primarily a Technical Level qualification, equivalent in size to three A levels, which has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge, including investigating the travel and tourism sector, the business of travel and tourism, the UK as a destination and customer service, and allowing them the maximum opportunity to study in more depth a full range of option areas of their choice, such as:

- transport
- accommodation
- destinations
- marketing
- visitor attractions.

It is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the travel and tourism sector, People 1st. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 Extended Diploma in Travel and Tourism. This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study. A significant proportion of recruitment in this sector is at graduate level.

The Pearson BTEC Level 3 Extended Diploma in Travel and Tourism also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

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

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Extended Diploma in Travel and Tourism fulfils their entry requirements, either on its own or when achieved alongside other qualifications.