

Statement of Purpose

500/9862/7 – Pearson BTEC Level 3 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 Diploma (720 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 Diploma (720 GLH) is primarily a Technical Level qualification, equivalent in size to two A levels, which has been designed to occupy two-thirds of a full-time curriculum, enabling learners to develop a significant common core of knowledge, including investigating the travel and tourism sector, the business of travel and tourism and the UK as a destination, and providing extensive opportunity to study in more depth a range of option areas of their choice, such as:

- transport
- tour operations
- events
- entertainment
- working as holiday or children's representatives.

The Diploma allows time in the curriculum to study other qualifications alongside it, for example an A level in History or an A level in Health and Social Care in order to work as a children's representative abroad. The size of this Pearson BTEC Level 3 Diploma in Travel and Tourism makes it appropriate as the core component of a Technical Baccalaureate programme, allowing time in the curriculum for the study and completion of the other mandatory components.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, People 1st. A range of professional organisations/employers in the sector has also confirmed their support for this Pearson BTEC Level 3 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 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 when taken alongside other qualifications appropriate for the desired course of study. 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 Diploma in Travel and Tourism fulfils their entry requirements when achieved alongside other qualifications.