

Statement of Purpose

500/9863/9 – Pearson BTEC Level 3 Subsidiary 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 Subsidiary Diploma (360 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.

The Pearson BTEC Level 3 Subsidiary Diploma in Travel and Tourism (360 GLH) is primarily a Technical Level qualification, equivalent in size to an A level, which has been designed to occupy one third of the curriculum within a broader programme of study, which could include other vocational or academic qualifications. Its main purpose is to allow learners to develop the core specialist knowledge, understanding and skills, including customer service, factors that affect tourism to and within the UK, the component industries that make up the sector and the different types of organisations operating in the travel and tourism business environment, required by the sector. It provides a basis for progression into a broad range of roles within the sector when supported by relevant qualifications at level 2, such as GCSE English and mathematics, and/or at level 3, such as A levels in languages, such as French and Spanish, in order to work abroad. Learners have some opportunity to study in more depth a range of option areas of their choice, including:

- retail and business operations
- European and long-haul destinations
- cruising.

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 Subsidiary 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 Subsidiary Diploma in Travel and Tourism also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector, 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 Subsidiary Diploma in Travel and Tourism fulfils their entry requirements when achieved alongside other qualifications.