

## Statement of Purpose

### 600/6539/4 – Pearson BTEC Level 3 90-credit 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 90-credit Diploma (540 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 90-credit Diploma (540 GLH) is primarily a Technical Level qualification, equivalent in size to one and a half A levels.** It has been designed as a one-year course, enabling learners to develop a common core of knowledge, including the developments that have shaped the sector, its component industries, how travel and tourism organisations gain competitive advantage, factors that affect tourism to and within the UK and the importance of excellent customer service in the travel and tourism sector, and allowing them the opportunity to study in more depth a range of option areas of their choice, such as:

- different destinations
- travel operations
- marketing products and services in the sector.

This Pearson BTEC Level 3 90-credit Diploma could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as a GCE in Geography, as many component industries within the travel and tourism sector such as tour operations, retail travel and aviation require an awareness of locational geography.

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 90-credit Diploma. 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 90-credit 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 90-credit Diploma in Travel and Tourism fulfils their entry requirements when achieved alongside other qualifications.