

Pearson

BTEC International Level 3

Qualifications in Travel and

Tourism

Delivery Guide Introduction

First teaching April 2020

Pearson BTEC International Level 3 Certificate in Travel and Tourism

Pearson BTEC International Level 3 International Subsidiary Diploma in Travel and Tourism

Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism

Pearson BTEC International Level 3 International Diploma in Travel and Tourism

Pearson BTEC International Level 3 International Extended Diploma in Travel and Tourism

Edexcel, BTEC and LCCI qualifications

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Welcome to your BTEC International Level 3 qualification delivery guide

This Delivery Guide is a companion to your BTEC International Level 3 Qualification in Travel and Tourism specification, Authorised Assignment Briefs (AABs) and Pearson Set Assignments. It contains ideas for teaching and learning, including practical activities, realistic scenarios, ways of involving employers in delivery, ways of managing independent learning and how to approach assessments. The aim of this guide is to show how the specification content might work in practice and to inspire you to start thinking about different ways to deliver your course.

The guidance has been put together by tutors who have been close to the development of the qualifications and so understand the challenges of finding new and engaging ways to deliver a BTEC programme in the context of the new qualifications from April 2020.

Guidance around what you will need to consider as you plan the delivery of the qualification(s) has been given. You will find information around the structure of your course, how you may wish to build the course for your learners, suggestions for how you could make contact with employers, and information around the other support and resources available to you.

Unit-by-unit guidance has been given, which includes suggestions on how to approach the learning aims and unit content, as well as ideas for interesting and varied activities. You will also find coverage of assessments, including useful advice about the Pearson Set Assignments, as well as tips and ideas around how to plan for and deliver your assignments.

You will also find a list of carefully selected resources for each unit. The lists include suggestions for books, websites and videos that you can either direct your learners to use or that you can use as a way to complement your delivery.

We hope you will find this guidance relevant and useful.

Enjoy your course!

What's new?

The BTEC International Level 3 qualifications 2020 are the result of more than three years' consultation with employers, higher education institutions, and many thousands of tutors and managers in colleges and schools. Our aim has been to ensure that the BTEC International Level 3 qualifications continue to allow a recognised and well-respected route into employment or higher education by meeting the needs of these key stakeholders, and that learners continue to enjoy a stimulating course of study and develop the skills and attributes that will enable them to progress.

As a result of this consultation and on the advice of employers, higher education institutions and, most importantly, those of you who teach BTEC, some key changes have been made to the BTEC International Level 3 qualifications. These are described throughout this Delivery Guide and include the following:

- **Updated content and revisions to the proportion of mandatory content** – both employers and universities said they wanted a greater consistency in coverage of the subject for BTEC learners. Employers wanted to see systematic coverage of core knowledge and skills for their sector, and for the Internationals to reflect up-to-date industry practice.



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- **A focus on employability skills** – the BTEC approach to learning, through projects, practical assignments, group work and through simulating the world of work, has always supported the development of employability skills – for example, self-management. In the new Internationals, the balance of cognitive and skills work has been carefully calibrated to ensure learners are given a range of opportunities across their course. The qualifications are mapped to transferable skills, and these are supported in Pearson ebooks.
- **Broader assessment in internal units** – the assessment criteria for each unit are carefully structured to set a clear level of demand. Distinction criteria encourage and require depth of study, including demonstration of the application of knowledge and understanding as well as a synoptic element for the learning aim or unit.

To support transition to the BTEC International Level 3 qualifications 2020, we are providing a support programme with exemplar and practice materials and training. Please see the *Support and resources* section (later in this document) for details of support plus the link to sign up to training, which will be available from 2020 and throughout the lifetime of the qualification.

Notes:

The specification tells you what **must** be taught and what **must** be assessed. This Delivery Guide gives suggestions and ideas on how you could do this.

The suggestions given in this Delivery Guide link with the Authorised Assignment Briefs provided by Pearson, but they are not compulsory. They are designed to get you started and to spark your imagination.

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Overview

Delivery Guides as support

In the specification, the 'Qualification and unit content' tells you what must be taught and the 'Assessment' what must be assessed. The 'Essential information for assessment decisions' for each unit explains what the assessment criteria mean.

This Delivery Guide gives suggestions and ideas on how to plan and deliver the qualification, and includes a summary of recent changes.

Unit-by-unit guidance has been given, which includes suggestions on how to approach the learning aims and unit content. Teaching, learning and formative assessment activities are also suggested. You will also find delivery plans to help you timetable your course and ensure your learners are well prepared for internal assessment and the Pearson Set Assignments.

Links to carefully selected resources are given for each unit. The lists include suggestions for printed material, websites and videos, which will help to you plan and deliver your course. Alternatively, you may wish to direct your learners to these resources.

Use the delivery guides as model templates or an interpretation on which you can base your own plan. Every guide presents each unit as an exemplar, highlighting Travel and Tourism links to motivate tutors and learners.

Qualification at a glance

Title	Size and structure	Summary purpose
Pearson BTEC International Level 3 Certificate in Travel and Tourism	180 GLH Equivalent in size to 0.5 of an International A Level. Two units, both mandatory and at least one is assessed by set assignment. Mandatory content (100%).	This qualification is designed to support learners who want an introduction to the sector through applied learning and for whom an element of travel and tourism would be complementary. The qualification supports progression to higher education as part of a programme of study that includes other appropriate BTEC International Level 3 qualifications or International A Levels.
Pearson BTEC International Level 3 Subsidiary Diploma in Travel and Tourism	360 GLH Equivalent in size to one International A Level. At least four units, of which two are mandatory and one is assessed by set assignment. Mandatory content (50%).	This qualification is designed to support learners who are interested in learning about the travel and tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in travel and tourism-related subjects. The qualification is designed to be taken as part of a programme of study that includes other appropriate BTEC International Level 3 qualifications or International A Levels.

Title	Size and structure	Summary purpose
Pearson BTEC International Level 3 Foundation Diploma in Travel and Tourism	510 GLH Equivalent in size to 1.5 International A Levels. At least six units, of which four are mandatory and two are assessed by set assignment. Mandatory content (76%).	This qualification is designed to support learners who want to study travel and tourism as a one-year, full-time course, or for those wanting to take it alongside another area of complementary or contrasting study as part of a two-year, full-time study programme. The qualification would support progression to higher education if taken as part of a programme of study that included other BTEC International Level 3 qualification or International A Levels.
Pearson BTEC International Level 3 Diploma in Travel and Tourism	720 GLH Equivalent in size to two International A Levels. At least nine units, of which five are mandatory and two are assessed by set assignment. Mandatory content (67%).	This qualification is designed to support learners who want to study travel and tourism as the main element alongside another area of complementary or contrasting study as part of a two-year, full-time study programme. The qualification would support progression to higher education if taken as part of a programme of study that included other BTEC International Level 3 qualifications or International A Levels.

Title	Size and structure	Summary purpose
Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism	1080 GLH Equivalent in size to three International A Levels. At least 13 units, of which eight are Mandatory and three are assessed by set assignment. Mandatory content (72%).	This qualification is designed as a full-time course to support learners who want to study travel and tourism as the main focus of a two-year, full-time study programme. The qualification would support progression to higher education in its own right.



Structure and purpose

The new suite of BTEC International Level 3 qualifications in Travel and Tourism has been developed in consultation with an array of stakeholders including delivery centres, employers, professional bodies, higher education institutions and apprenticeship providers, in order to ensure the highest standards, attention to detail and vocational significance.

Structures of the qualifications at a glance

This table shows all the units and the qualifications to which they contribute. The full structure for this Pearson BTEC International Level 3 in Travel and Tourism is shown in *Section 2 Structure*. **You must refer to the full structure to select units and plan your programme.**

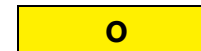
Key



Pearson Set Assignment



Mandatory units



Optional units

Unit (number and title)	Unit size (GLH)	Certificate (180 GLH)	Subsidiary Diploma (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
1 The Travel and Tourism Industry	90	M	M	M	M	M
2 Worldwide Travel and Tourism Destination	120		O	M	M	M
3 Marketing Travel and Tourism to Domestic and International Customers	90				M	M
4 Customer Service in Travel and Tourism	90	M	M	M	M	M
5 Travel and Tourism Enterprises	90			M	M	M
6 Specialist Tourism	60		O	O	O	O
7 Sustainable Tourism	60		O	O	O	O
8 The Airport Experience	60		O	O	O	O
9 Visitor Attractions	60		O	O	O	O



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Unit (number and title)	Unit size (GLH)	Certificate (180 GLH)	Subsidiary Diploma (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
10 Global and Domestic Passenger Transport	60		O	O	O	O
11 Events, Conferences and Exhibitions for the Travel and Tourism Industry	60		O	O	O	O
12 Investigating Overseas Working	60		O	O	O	O
13 Work Experience in Travel and Tourism	60		O	O	O	O
14 The Cruise Industry	60		O	O	O	O
15 Recruitment and Selection in Travel and Tourism	60		O	O	O	O
16 My Country as a Tourist Destination	90		O	O	O	M
17 The Accommodation Sector in the Travel and Tourism Industry	90					M
18 Researching Current Travel Trends in Key Issues in Travel and Tourism	120				O	M



Overview of the Travel and Tourism qualifications suite

Feedback from Travel and Tourism sector employers, professional bodies and higher education institutions has driven the development of increased mandatory content to ensure that all learners master the same foundation of essential knowledge and skills. Dependent on the size of qualification studied the mandatory content of the BTEC International Level 3 qualifications in Travel and Tourism may develop understanding of:

- the travel and tourism industry – developing the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism
- different types of destinations and their importance – investigating the features and appeal of global destinations
- customer service – exploring and applying ways of managing internal and external customer experience to support organisational success and to develop customer service skills
- enterprise and entrepreneurship – identifying a gap in the market for a new travel and tourism enterprise, developing a plan and marketing strategy, and organising a pitch of the new idea to generate interest.

The new qualifications continue to offer the traditional range of optional units to complete the course. Dependent on the size of qualification, optional units may be selected to cover various content areas such as:

- Unit 6: Specialist Tourism
- Unit 7: Sustainable Tourism
- Unit 8: The Airport Experience
- Unit 9: Visitor Attractions
- Unit 10: Global and Domestic Passenger Transport
- Unit 11: Events, Conferences and Exhibitions for the Travel and Tourism Industry
- Unit 12: Investigating Overseas Working
- Unit 13: Work Experience in Travel and Tourism
- Unit 14: The Cruise Industry
- Unit 15: Recruitment and Selection in Travel and Tourism
- Unit 16: My Country as a Tourist Destination

The flexibility of the new BTEC International Level 3 qualifications in Travel and Tourism empowers centres to tailor the delivery of units to their own individual facilities and expertise. All qualifications are underpinned by transferable skills that are embedded into unit content.



Assessment

BTEC International Level 3 qualifications are assessed using a combination of internal assessments, which are set and marked by tutors, and Pearson Set Assignments that are set and marked by Pearson:

- mandatory units have either internal or Pearson set assignments
- all optional units are internally assessed.

Some units are also synoptic assessments, requiring learners to demonstrate they can identify and use effectively, in an integrated way, an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole sector as relevant to a key task.

Sample assignments are available as either sample Pearson Set Assignments or Authorised Assignment Briefs.



Making the right choice for your learners

The suite of BTEC International Level 3 Travel and Tourism qualifications is intended to be inclusive and supportive to individuals in their chosen progression route. No prior study of the sector is needed, but learners should normally have a range of achievement at Level 2, in GCSEs or equivalent qualifications. Learners are most likely to succeed if they have:

- five GCSEs at good grades and/or any internationally recognised equivalent qualifications
- BTEC qualification(s) at Level 2
- achievement in English and mathematics through GCSE, Functional Skills or internationally recognised equivalent qualifications.

Learners' prior achievements and long-term career goals are key to advising on the most appropriate study programme.

The qualifications have been designed primarily to support progression to employment following further study at university. However, they also support learners progressing directly to employment, as the transferable knowledge, understanding and skills will give successful learners an advantage when applying for a range of entry-level roles such as events assistant, tourist information assistant, customer service representative, or when applying for 'school leaver' industry training programmes and higher apprenticeships.

The BTEC International Level 3 Travel and Tourism qualifications carry UCAS points and are recognised by higher education providers as either fully meeting or contributing to admission requirements, depending on the size of the programme of study undertaken. Examples of relevant degree courses include:

- BA (Hons) in Travel and Tourism
- BA (Hons) in Tourism Management
- Bsc (Hons) in Business and Management
- BA (Hons) in Business Studies.

Learners should always check the entry requirements for degree programmes at specific higher education providers.



Making contact with employers

Employer engagement is invaluable to the delivery of BTEC International Level 3 Travel and Tourism qualifications as it ensures that delivery remains current and relevant. Learner engagement with the course content will improve when they can see its direct relevance to real situations. Relationships with partner organisations can lead directly to learners being recruited into apprenticeship programmes or being offered jobs at the end of their courses.

Once established, employer links can ease future planning by allowing projects to be repeated annually with new cohorts of learners. Communications that could support centres in expanding their employer engagement include the following.

- What the employer is expected to undertake – outline in your employer engagement plan what is expected of them in the short, medium and long term. Liaise regularly with the employer making sure they do understand what is required and what counts as ‘meaningful activities’. In the long term ask established employers to act as mentors to new employers participating in the scheme.
- How do we do it? – the employer will want to understand the benefits of the time they will be investing in ‘meaningful activities’ alongside running their own business. Empower your employers to be Expert Witnesses for learners in their establishment. The paperwork required to be completed by employers should be easy to follow and relevant. Spend time with the employers at the beginning explaining the audit trail and why it is important to make the experience both count for the learner and contribute towards the overall qualification.
- What is expected of the centre? – expectations should be the first thing to establish once you have engaged with any employer. Be honest and tell them how much time they will need to spend engaging with learners and what additional work they will need to complete.

Centres will need to be mindful that whether engaging with a large established blue chip company with a designated training centre or SMEs (Small to Medium Enterprises) local to your centre, all could play a part and may be able to give young people opportunities such as structured work experience or work placements. Employers have been key for many years in building the foundations of different qualifications and have identified that they need young people in their businesses to fulfil the skills gap that would otherwise fall short without such opportunities.

The employer involvement required will need to be outlined and in any centre-devised Employer Guide the centre may wish to prepare for their specific programme of study. The objectives for how this can be undertaken need to be very specific to the industry,

Regular meetings should be held and triangulated between the centre, employer and learner to ensure full commitment and understanding by all parties to confirm that all key milestones are adhered to and met.



Support and resources

Support for setting up your course and preparing to teach

Specification

The specification (for teaching from April 2020) gives you details of the administration of the qualifications and information on the units for the qualifications.

Delivery Guide

This free guide gives you important advice on how to choose the right course for your learners and how to ensure you are fully prepared to deliver the course. It explains the key features of BTEC International Level 3 qualifications, for example employer involvement and employability skills. It also covers guidance on assessment and quality assurance. The guide tells you where you can find further support and gives detailed unit-by-unit delivery guidance. It includes teaching tips and ideas, assessment preparation and suggestions for further resources.

Schemes of work

Free sample schemes of work are given for each mandatory unit. These are available in Word™ format for ease of customisation.

myBTEC

myBTEC is an online toolkit that lets you plan and manage your BTEC provision from one place. It supports the delivery, assessment and quality assurance of BTECs in centres and supports teachers with the following activities:

- checking that a programme is using a valid combination of units
- creating and verifying assignment briefs (including access to a bank of authorised assignment briefs that can be customised)
- creating assessment plans and recording assessment decisions
- tracking the progress of every learner throughout their programme.

To find out more about myBTEC, visit the myBTEC page on the support services section of our website.



Support for teaching and learning

Pearson Learning Services gives a range of engaging resources to support BTEC International Level 3 qualifications, these may include:

- textbooks in e-book and print formats
- revision guides and revision workbooks in e-book and print formats
- teaching and assessment packs, including e-learning materials via the Active Learn Digital Service.

Teaching and learning resources are also available from a number of other publishers. Details of Pearson's own resources and of all endorsed resources can be found on our website.

Support for assessment

Sample assessment materials for internally assessed units

For units assessed with a Pearson Set Assignment we will provide a sample assignment as an example of the form of assessment for the unit. For the remaining internally set units, we allow you to set your own assignments, according to your learners' preferences and to link with your local employment profile.

We provide a service in the form of Authorised Assignment Briefs and sample Pearson Set Assignments, which are approved by Pearson Standards Verifiers. They are available via our website and on myBTEC.

Pearson English

Pearson offers a full range of support for English learning including diagnostics, qualifications and learning resources. Please see www.pearson.com/english

Customer Services: the 'Support for You' section of our website gives the different ways in which you can contact us for general queries. For specific queries, our service operators can direct you to the relevant person or department.

Training for the new BTEC International Level 3 qualifications can be found on the Pearson website here: <http://qualifications.pearson.com/en/support/training-from-pearson-uk.html>

