



Purpose Statement

Name of regulated qualification	
QN: 603/7048/8	Title: Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism

Who is this qualification for?

The Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism is ideal for you if you are a pre-16 student working at level 1 or level 2 and would like to find out more about the travel and tourism sector. This course offers a practical introduction to life and work in the travel and tourism sector. The qualification, which is 120 GLH, is the same size and level as a GCSE.

The travel and tourism sector

The travel and tourism sector is recognised globally as being fast-paced and dynamic, providing a range of employment opportunities both directly and indirectly across the world. There are many factors which can impact the sector and the organisations that operate within it. The use of technology and innovation means that the sector is at the forefront of emerging trends and developments, igniting our passion for exploring new destinations and providing exciting opportunities to learn more about the world we live in.

What does the qualification cover?

This course will give you the opportunity to develop knowledge and technical skills in a practical learning environment. You will also develop key skills through vocational contexts, by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism.

Everyone taking this qualification will study three components, covering the following content areas:

- Component 1: Travel and Tourism Organisations and Destinations. In this component, you will investigate travel and tourism organisations, their aims and how they work together. You will explore types of travel and tourism, the features that make destinations appealing to visitors and different travel routes.

- **Component 2: Customer Needs in Travel and Tourism.** In this component, you will investigate how organisations use market research to identify travel and tourism trends, and customer needs and preferences. You will apply your understanding by selecting products and services and planning a holiday to meet customer needs and preferences.
- **Component 3: Influences on Global Travel and Tourism.** In this component, you will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors. You will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

Where will this take me?

Once you have completed the qualification, you will have developed an understanding of the travel and tourism sector. You will have built useful skills, which are not generally covered in GCSE courses, and you will have developed a good understanding of whether the travel and tourism sector is for you and, if so, which part of it you might want to study further.

If you decide to go on to further study of travel and tourism, the best option for you will depend on the grades you have achieved in this and the other qualifications you have taken, and what you enjoy doing. You could progress to a Level 2 programme or to a Level 3 programme, such as A Levels, a T Level or a BTEC National, either on its own or in combination with A levels.

What other subjects go well with travel and tourism?

This course builds on and uses the knowledge and skills you learn in your GCSEs, particularly subjects including languages and maths. It can also be complementary learning for GCSE Geography. This course is different from studying GCSEs as, by taking part in different types of researching, investigating and activities, it gives you the opportunity to apply your knowledge, skills and the techniques you learn in practical ways.