

BTEC

TRAVEL & TOURISM

Course Overview

The Travel and Tourism industry is one of the fastest growing industries in the UK. The value of tourism to the UK economy is approximately £126 billion, and the sector employs around 3.1 million people. This is an excellent course for anyone wishing to pursue a career in the Travel and Tourism industry. It is the equivalent to 1 A Level. It offers students the opportunity to study the growth of world tourism, how this has changed over time, how people travel to resorts and the impact of tourism.

Teaching Methods

Fieldtrips are a key component of studying Travel and Tourism. These include residential and day visits. The course also involves visits to areas of outstanding geographical interest including visits to Bournemouth, Wales, Brighton and the Lake District. There is also the opportunity to take part in an overseas trip. Past students have visited Southern Italy, Spain and Iceland.

Every student has a laptop that can be used in class. All students are issued with a textbook too.

Course Activities

Students will have the opportunity to apply their knowledge in the context of real life situations, and to collect and analyse data from a wide range of sources.

Components of Course

Unit 1: The Travel and Tourism Industry – developing the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of UK tourism.

Unit 2: Investigating Tourism Destinations:

Different types of destinations and their importance
Investigating the features and appeal of global destinations.

Unit 3: Tourism Impacts & Tourism Development:

The Customer Service – exploring and applying ways of managing internal and external customer experience to support organisational success and to develop customer service skills.

An optional unit from:

- Visitor attractions
- Passenger transport
- Events conferences and exhibitions

Course Outline

Examination - 58%

Coursework - 42%

Exam Board

Edexcel (Pearson)

Entry Requirements

A minimum of five GCSEs at grade 4 including GCSE English.

Student Testimonial



Sophia is now studying Business and Marketing at Coventry University. She hopes to use the experience she gained in organising trips whilst at Cadbury in a future career in marketing.
Sophia

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