



# Travel and Tourism

## Year 12/13

This qualification includes three mandatory units. The mandatory units are The World of Travel and Tourism, Global Destinations and Principles of Marketing in Travel and Tourism. They cover the following content areas:

1. The travel and tourism industry. The travel and tourism industry in the UK is growing and is of major importance to the economy. You will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
2. Different types of destinations and their importance. You will investigate the features and appeal of global destinations.
3. Principles of marketing in travel and tourism. Learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.
4. The optional unit will be chosen from the following list: Visitor Attractions or Events, Conferences and Exhibitions.



## What are the HW Expectations?

Homework will be set weekly and will consist of essay questions, research tasks and revision activities.

## How will I be assessed?

Throughout the course you will be assessed through a mixture of examination questions and essays in class. However, two of the units are assessed externally at the end of the course and the other two are assessed through coursework as follows:

1. The first unit (The World of Travel and Tourism) will be assessed through a written examination (1.5 hours) which will be set and marked by the examination board.
2. The second unit (Global Destinations) will be assessed through a series of set tasks, under supervised conditions and taken over the course of one day.



3. The third unit (Principles of Marketing in Travel and Tourism) and optional unit will be assessed through set assignments throughout the course. These may take on a number of different forms; presentations, reports and booklets are just a few of the ways you will be asked to present your work.

**What equipment/books do I need to be successful?**

A folder, basic stationary, a calculator and, ideally, access to a laptop or computer.

**What other opportunities exist outside the classroom?**

A Travel and Tourism BTEC can lead to progression to Higher Education; each year students progress to universities to study a wide range of travel and tourism related programmes. For example, the nature of the course allows students to progress to Business related degree courses, Tourism Management and International Management.

The qualification can also lead to employment in Tourism related industries such as apprenticeships within the industry, as well as employment within airports and airlines and travel and accommodation providers.