

# BTEC Travel & Tourism Level 3

## Qualification Aims and Objectives

This course is designed to give students an insight into how the travel and tourism industry is organised and run. They will gain detailed knowledge on many aspects of the industry and its operations as well as a wider appreciation of travel and tourism as a business.

The aims of this course are to allow students to develop cultural and global awareness and to instil a lifelong passion of travel. The course will provide an opportunity to explore the travel and tourism industry and its importance in today's society. On completing the course, students can progress onto a higher level of study, apprenticeship or relevant employment in the business or travel and tourism sector.

## Course Outline

The qualification provides the knowledge, understanding and skills that will prepare you for further study or training.

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

- The world of travel and tourism: this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- Global destinations: you will investigate the features, appeal and importance of different global destinations.
- Principles of marketing in travel and tourism: this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

You will also be studying an optional unit which will be focused around either visitor attractions or events, conferences, and exhibitions.

This qualification develops key transferrable and higher-order skills that are highly rated by both higher education providers and employers. You will be required to source, analyse and evaluate aspects of the travel and tourism industry, recognising trends and the impact of different factors on the industry and its customers.

If you choose to go on to university study, the Travel and Tourism course is an excellent foundation for undergraduate studies in Business, Enterprise, Tourism Management, and International Management, to name but a few. There are also a wealth of apprenticeships available in the industry.



## Entry Requirements

Minimum of 5 9-4 grades in GCSE examinations including English and Maths.

## Future courses & possible careers

- Event Management
- Hotel Management
- Cabin Crew/Aviation
- Marketing
- Logistics
- Travel agency operations

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