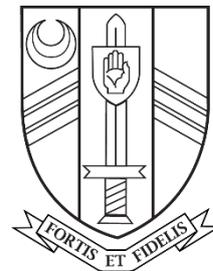


TRAVEL & TOURISM BTEC LEVEL 2



The main aims of the course are:

This course provides a practical, real-world approach to learning and develop specific knowledge and skills students need to work successfully in the Travel and Tourism industry, such as:

| Understanding travel and tourist destinations and investigating the appeal of UK tourist destinations

| Presenting information about the key developments over time and how they have moulded and influenced UK travel and tourism into the sector it is today.

| Developing business and customer awareness by understanding the importance of customer service to travel and tourism organisations.

Researching and developing work on the development and appeal of overseas destinations.

It will involve studying the following areas as part of the course:

Unit 1: The UK Travel and Tourism Sector

Have you ever thought about how many different types of tourism there are, and how important the travel and tourism sector is to the UK economy? Have you considered how technology is changing the way tourists and travellers engage with the sector and its organisations?

Unit 2: UK Travel and Tourism Destinations

This unit will give you an understanding of what the UK travel and tourism industry has to offer to tourists. It will enable you to identify and locate tourist destinations, major UK airports and seaports, as well as to discover sea routes and three-letter airport codes.

Meeting different types of customer needs is a fundamental part of travel and tourism provision; you will investigate the appeal of different types of UK destinations to different customer types.

Unit 4: International Tourist Destinations

Throughout this unit you will be asked to locate numerous international holiday destinations and their gateways. You will also be asked to investigate natural features, local attractions, accommodation and transport options to suit a variety of customers in various holiday destinations.

The main reasons for choosing this are:

This is an excellent course for learning about the Travel and Tourism industry but also great if you just have an interest in learning about the different locations around both the UK and the world that appeal to tourists. The course is organised to be accessible to all through the programme of study and is designed to develop a range of skills that are both useful in the T&T industry and transferable to other subjects and career paths. It is enjoyable course that allows students some freedom of choice with regards to which destinations they study.

The scheme of assessment is:

Unit 1 External assessment through a 1hour exam

Unit 2 Internally moderated coursework

Unit 3 Internally moderated course work

Course requirements are:

An interest in travel and the ability to work independently using ICT. As much of the course is through written tasks you also need good basic literacy skills.

You can obtain further information from Mr C Robinson.