

# Travel and Tourism BTEC First Award

## Overview

What does it take to be a successful travel agent, tourist information representative, cruise ship steward, cabin crew or museum marketer? The thriving travel and tourism industry provides exciting opportunities requiring a wide range of skills including self-management, team working, business and customer awareness, problem solving, literacy, numeracy, IT, and communication skills.

## Topics

BTEC Firsts in Travel and Tourism provide a practical, real-world approach to learning and develop specific knowledge and skills learners need to work successfully in the 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 shaped 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.

Learners will also be able to present their work in a variety of ways, including:

- Producing leaflets and posters
- Taking part in role-plays and discussions
- Face-to-face or audio-visual presentations
- Itinerary planning
- Educational visit to York

## Course Structure

The table below outlines the units that will be covered in the BTEC Travel and Tourism course, their key learning aims and how they will be assessed.

| Unit Title                                  | Learning Aims  | Assessment Method      |
|---|--|------------------------|
| Unit 1 – The UK Travel and Tourism Sector   | <ul style="list-style-type: none"><li>• To understand the UK travel and tourism sector and its importance to the UK economy.</li><li>• To know about the industries, and key organisations, within the travel and tourism sector, their roles, and interrelationships.</li></ul> | External – 1 hour exam |
| Unit 2 – UK Travel and Tourism Destinations | <ul style="list-style-type: none"><li>• To know UK travel and tourism destinations and gateways.</li><li>• To investigate the appeal of UK tourism destinations for different types of visitors and plan UK holidays to meet their needs.</li></ul>                              | Internal – Coursework  |

|  |   |                       |
|--|---|-----------------------|
| Unit 3 – International Travel and Tourism Destinations | <ul style="list-style-type: none"> <li>• To know the major international travel and tourism destinations and gateways.</li> <li>• To investigate the appeal of international travel and tourism destinations to different types of visitor and be able to plan international travel to meet the needs of these visitors.</li> </ul> | Internal – Coursework |
| Unit 4 – The Travel and Tourism Customer Experience    | <ul style="list-style-type: none"> <li>• To investigate travel and tourism customer service and understand its importance.</li> <li>• To explore the needs and expectations of different types of customer in the travel and tourism sector.</li> </ul>   | Internal – Coursework |

#### Additional Information & Who to contact

- If more information is required, please follow the link to the course specification on the exam board website - <https://qualifications.pearson.com/en/qualifications/btec-firsts/travel-and-tourism-2013-nqf.html#%2Ftab-0>
- If you require any further information or have any questions, then please contact Miss McMahon via email – [laura.mcmahon@consilium-at.com](mailto:laura.mcmahon@consilium-at.com)

[Click here to return to the list of subjects](#)