

Pearson
Higher Nationals in
International Travel &
Tourism Management


Qualification Guide

First Teaching from September 2018

First Certification from 2019



Level
BTEC
Higher
National
Certificate



Level
BTEC
Higher
National
Diploma



Introducing your new Pearson BTEC Higher Nationals in International Travel and Tourism Management

BTEC is the world's most successful and best-loved applied learning brand, engaging students in practical, interpersonal and thinking skills for more than thirty years.

Pearson BTECs are work-related qualifications for students taking their first steps into employment or those already in employment and seeking career development opportunities. Pearson BTECs provide progression into the workplace either directly or via study at university and are also designed to meet employer's needs. Pearson BTEC Higher National qualifications are therefore widely recognised by industry and higher education as the principal technical professional qualification at Levels 4 and 5.

The Pearson BTEC Higher National Certificate (HNC) is at level 4 (the same as the first year of a UK honours degree).

The Pearson BTEC Higher National Diploma (HND) is at level 4 and level 5 (the same as the first two years of a UK honours degree).

A word from our subject expert

It's with great pleasure that I introduce the new Higher National in International Travel and Tourism Management programme. Having worked in the FE sector delivering and managing Higher National programmes for 15 years I am delighted to see the refreshing changes that have been made to the programme to make it 'fit for purpose' and employer focused. We have worked very hard to ensure this new qualification provides the content and learning opportunities to enable students to further their education and career goals.

The programme is more aligned to UKHE and new updated content will make it both a stimulating and exciting experience for students and teachers. Centres can deliver with confidence a programme that will prepare and equip students for the future world of travel and tourism.

I am here to provide guidance, advice and support on every aspect of the programme and its implementation and will welcome your views and feedback. I will be posting news and updates on the HN Global forum so please get registered and join the online discussions.

I look forward to working with you!

Isabel



Professional courses developed collaboratively with subject experts

With input from industry, employers, professional bodies, tutors, students, and higher education institutions, your new Pearson BTEC Higher Nationals have been designed to better meet the needs of a changing market. The result is a qualification suite designed and developed to meet professional standards, recognised by employers and universities, which develop not only academic skills and abilities, but work-readiness skills.

The objectives of the redevelopment of the BTEC Higher Nationals have been to ensure:

- employer engagement;
- work relatedness;
- opportunities for progression to further higher education;
- alignment with UK higher education expectations; and
- qualifications which are up to date with current professional practice and include professional accreditation and opportunities to gain vendor certification where possible.

What's new?

For your new Pearson BTEC Higher National qualifications, we are building on what you've told us you value most:

- **Essential subject knowledge** needed by travel and tourism students to progress successfully into further study or to the world of work or continued employment;
- **A simplified structure** students undertake a substantial core of learning, required by all students, with limited specialism in the Higher National Certificate, building on this in the Higher National Diploma, with further specialist and optional units linked to their specialist area of study;
- **Six specialist pathways** In addition to a general pathway there are six specialist pathways at Level 5 so there is something to suit each student's preference for study and future progression plans;
- **Refreshed content** that is closely aligned with professional bodies', employers' and higher education needs for a skilled future workforce;
- **Assessments that consider cognitive skills** (what students know) along with affective and psychomotor skills (what they can do and how they behave);
- **An assessment strategy** that supports progression to Level 6 studies and also allows centres to offer assessment relevant to the local employers, thereby accommodating and enhancing different learning styles;
- **Learning outcomes** mapped against professional body standards where appropriate;
- **Unit-specific grading and Pearson-set assignments**
- **Robust quality assurance measures** that serve to ensure that all stakeholders (e.g. professional bodies, universities, employers, centres and students) can feel confident in the integrity and the integrity and value of the qualification.

Flexible choice of subject areas and progression opportunities

The new HNC and HND qualifications in International Travel and Tourism Management offer a choice of a General International Travel and Tourism pathway and the choice of six specialist pathways at HND

- Aviation
- Destination Management
- Events
- Innovation, Culture and Heritage
- Sustainable Management
- Tour Operations

Each Higher National unit has a clear purpose: to cater for the increasing need for high quality professional and technical education pathways at levels 4 and 5, providing students with a clear line of sight to employment or progression to a degree at level 6.

The Higher National Certificate (HNC) is a Level 4 qualification made up of 120 credits. It is usually studied full-time over one year, or part-time over two years.

The Higher National Diploma (HND) is a Level 4 and Level 5 qualification made up of 240 credits. It is usually studied full-time over two years, or part-time over four years.

BTEC Higher Nationals consist of core units,

- Core units are mandatory
- Specialist units are designed to provide a specific occupational focus to the qualification and are aligned to Professional Body standards
- Specialist units can also be chosen as optional units. Required combinations of optional units are clearly set out in the tables.

BTEC Level 4 Higher National Certificate

International Travel and Tourism Management
Mandatory Level 4 Units
1 The Contemporary Travel and Tourism Industry
2 Managing the Customer Experience
3 Professional Identity and Practice
4 The Travel and Tourism Business Toolkit
5 Leadership and Management for Service Industries (Pearson-set)
Plus two optional units selected from Group A and one optional unit from Group B (see below)

Level 4 Optional Units
Group A
6 Managing Aviation Services
7 Managing Conference & Events
8 Visitor Attraction Management
9 Online Travel Management
10 Tour Operations Management
11 Corporate Travel Management
12 Passenger Transport Services
13 Global Tourism Destinations

Group B
14 Work Experience
15 Management Accounting
16 Marketing Essentials
17 Human Resource Management
18 Entrepreneurship and Small Business Management

Core Units
Specialist Units
Optional Units

BTEC Level 5 Higher National Diploma

International Travel and Tourism Management (General)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
Optional Level 5 Units
Plus an additional 5 optional units* which can be selected from the specialist and optional units.

International Travel and Tourism Management (Aviation)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
21 Airline Operations Management
22 Airport Operations Management
23 Strategic Planning for Air Transport
Optional Level 5 Units
Plus two optional units* which can be selected from either a specialist unit grouping or optional units.

International Travel and Tourism Management (Destination Management)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
24 Destination Management Services
25 Strategic Destination Planning
26 Destination Marketing
Optional Level 5 Units
Plus two optional units* which can be selected from either a specialist unit grouping or optional units.

International Travel and Tourism Management (Events)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
27 Developing the Event Experience
28 Corporate Events Management
29 Global Events
Optional Level 5 Units
Plus two optional units* which can be selected from either a specialist unit grouping or optional units.

*Please note that only one specialist unit can be selected from each pathway group and that Unit 30 Innovative Cultural and Heritage Management is 30 credits.

Flexible choice of subject areas and progression opportunities

BTEC Level 5 Higher National Diploma

International Travel and Tourism Management (Innovation, Culture and Heritage)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
30 Innovative Cultural and Heritage Management
31 Innovative Curation, Interpretation and Education
Optional Level 5 Units
Plus two optional units* which can be selected from either a specialist unit grouping or optional units.

International Travel and Tourism Management (Sustainable Management)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
32 Sustainable and Responsible Management
33 Global Sustainable Tourism Development
34 Marketing for Ethical Tourism
Optional Level 5 Units
Plus two optional units* which can be selected from either a specialist unit grouping or optional units.

International Travel and Tourism Management (Tour Operations)
all Level 4 mandatory units,
plus two units from the Optional Level 4 Unit Bank Group A
plus one unit from the Optional Level 4 Unit Bank Group B
Mandatory Level 5 Units
19 Research Project (Pearson-set)
20 Tourism Consumer Behaviour and Insight
35 Chain of Distribution Management in the Travel Industry
36 Dynamic Products and Packaging
37 Digital Sales and Marketing
38 Operations Management Support
Optional Level 5 Units
Plus one optional unit* which can be selected from either a specialist unit grouping or optional units.

Core Units
Specialist Units
Optional Units

*Please note that only one specialist unit can be selected from each pathway group and that Unit 30 Innovative Cultural and Heritage Management is 30 credits.

Level 5 Unit Bank
Specialist Units
Group: Aviation
21 Airline Operations Management
22 Airport Operations Management
23 Strategic Planning for Air Transport
Group: Destination Management
24 Destination Management Services
25 Strategic Destination Planning
26 Destination Marketing
Group: Events
27 Developing the Event Experience
28 Corporate Events Management
29 Global Events
Group: Innovation, Culture and Heritage
30 Innovative Cultural and Heritage Management
31 Innovative Curation, Interpretation and Education
Group: Sustainable Management
32 Sustainable and Responsible Management
33 Global Sustainable Tourism Development
34 Marketing for Ethical Tourism
Group: Tour Operations
35 Chain of Distribution Management for the Travel Industry
36 Dynamic Products and Packaging
37 Digital Sales and Marketing
38 Operations Management Support

Level 5 Unit Bank
Optional Units
39 Adventure Tourism
40 Special Interest Tourism
41 Tourist Resort Management
42 Cruise Management
43 International Tourism Planning and Policy
44 Organisational Behaviour
45 Sales Management
46 Pitching and Negotiating Skills
47 Strategic Human Resource Management
48 Launching a New Venture
49 Managing and Running a Small Business
50 Customer Value Management



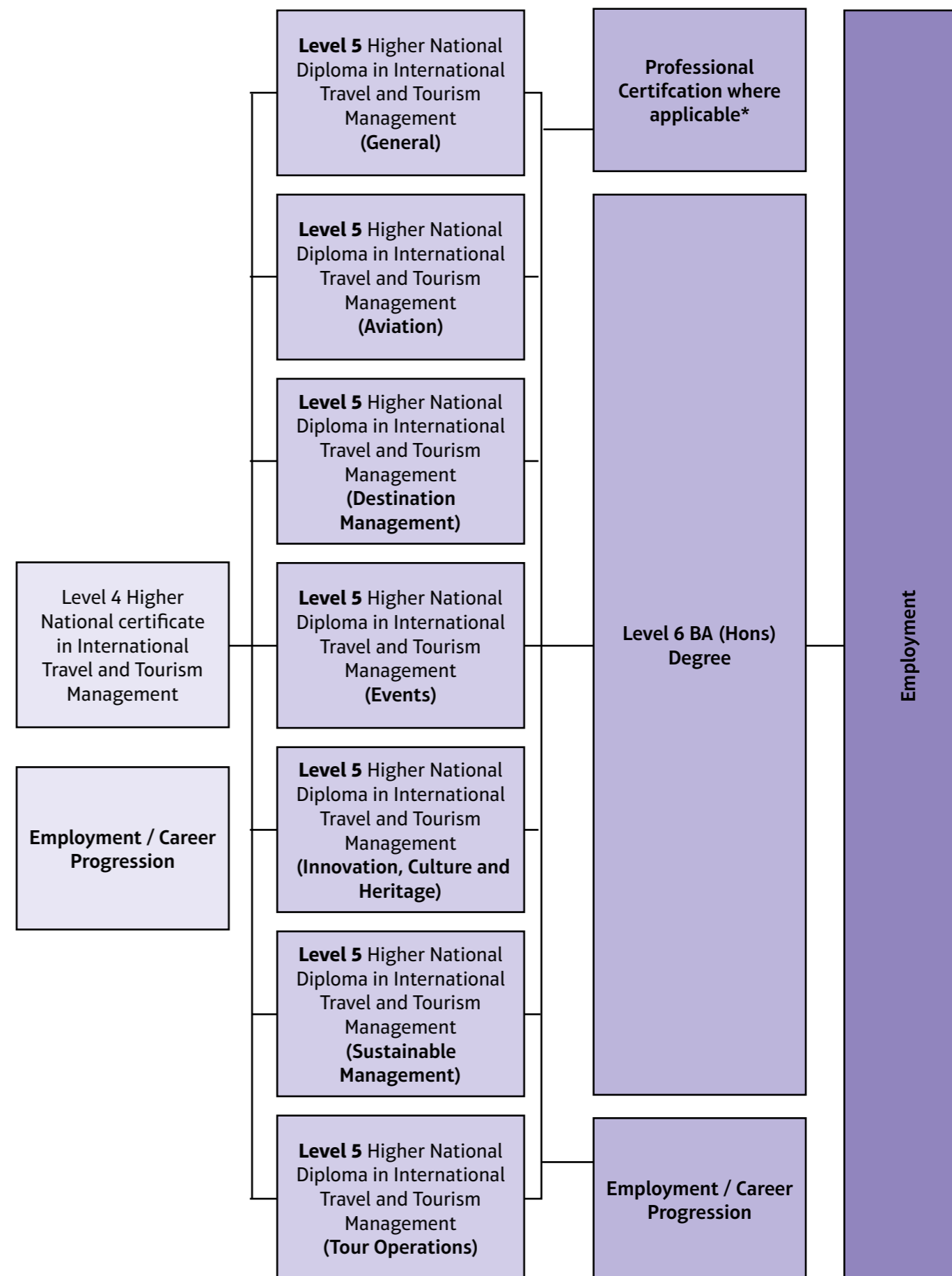
Progression opportunities:

The purpose of Pearson BTEC Higher Nationals in International Travel and Tourism Management is to develop students as professional, self-reflecting individuals, able to meet the demands of employers in the engineering sectors and adapt to a constantly changing world. The qualifications aim to widen access to higher education and enhance the career prospects of those who undertake them.

On successful completion of the Level 5 Higher National Diploma, students can develop their careers in the travel and tourism sector through:

- Entering employment;
- Continuing existing employment;
- Linking with the appropriate Professional Body;
- Committing to Continuing Professional Development (CPD);
- Progressing to university.

The Pearson BTEC Higher Nationals in International Travel and Tourism are set at Level 4 and 5. The content at each level has been written following advice from a range of stakeholders including Professional Bodies and Universities and is intended to promote articulation to Level 6 degree programmes in travel and tourism.



Assessment Strategy

Pearson BTECs combine a student-centred approach with a flexible, unit-based structure. Students are required to apply their knowledge to a variety of assignments and activities, with a focus on the holistic development of practical, interpersonal and higher level thinking skills. Assessment reflects not only what the student knows but also what he or she can do to succeed in employment and higher education in an ethical manner.

Pearson BTEC Higher Nationals have always allowed for a variety of forms of assessment evidence to be used, provided they are suited to the type of learning outcomes being assessed. For many units, the practical demonstration of skills is necessary and, for others, students will need to carry out their own research and analysis, working independently or as part of a team.

Resources

We are providing a wealth of support to ensure that tutors and students have the best possible experience during their course. We have worked with students and tutors worldwide to create an effective and interactive community for our qualifications, called HN Global, an exciting new online platform created by Pearson to engage with Higher National students and tutors around the world.

Created in parallel with the development of the new BTEC Higher National qualifications, HN Global houses a great number of resources for students to get the most out of their BTEC Higher National experience.


Pearson also offer Study Skills units to all learners – an online toolkit accessed on HN Global that supports the delivery, assessment and quality assurance of BTECs in centres.

www.highernationals.com

Do you need centre approval?

Providers wishing to deliver the new Pearson BTEC Higher National qualifications (Pearson BTEC Higher Nationals in International Travel and Tourism Management - first teaching September 2018) will be subject to a new qualification approval process, more aligned with that used in UK Higher Education. Email hnqa@pearson.com or visit qualifications.pearson.com/higher-nationals for more information about the process.





1. Higher National in International Travel and Tourism qualifications do they still need to obtain approval for delivering the new qualification?

Yes, existing providers would still be required to gain approval for delivering the new Higher National qualification but the process will be simplified for centres that meet the auto approval criteria. Approval will then be provisionally granted subject to the return of a signed declaration and payment of the approval fee. More details can be found in the support section of our website <http://qualifications.pearson.com/>

2. How long will the approval process take?

This will depend on whether the provider is eligible for auto approval. Once an existing provider has been notified of eligibility for auto approval, the approval will remain provisional until the provider returns the signed declaration and approval. If an existing provider is ineligible and requires a desk based review, the review cannot begin until the provider confirms its intention to proceed and the approval fee is paid. New providers will go through the standard provider approval process which currently takes about 20 days.

3. Is it possible for students to change their pathway at the end of their first year on the course programme?

Yes it is. Providers will need to advise Pearson registrations team and they will be able to transfer the student's registration to the appropriate pathway.

4. If Pearson are providing Example Assessment Briefs, do providers still have to devise their own assignments and complete internal verification of assignments?

Yes they do. Example Assessment Briefs are for guidance and support only and can be customised and amended according to localised needs and requirements. All assignments must still be moderated as per the internal verification process.

5. How will providers know what the accreditation requirements are for Professional Bodies and what students would need to do to claim Accreditation.

There will be further details and guidance for providers available on the Pearson qualifications website (<http://qualifications.pearson.com/>).

highernationals@pearson.com

qualifications.pearson.com/higher-nationals

Images

Cover: 06photo / Shutterstock

p7: shutterstock - ©REDPIXEL.PL

p8: shutterstock - ©ra66

p10-11: shutterstock - ©Oleksiy Mark

p11-12: shutterstock - ©DR Travel Photo and Video