



# *TRAVEL AND TOURISM*

## Gordon's Sixth Form

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BTEC LEVEL 3  
National Extended Certificate

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## COURSE DETAILS

Equivalent to one A Level (360 hours)

### Course Outline

**Unit 1:** The World of Travel and Tourism

**Unit 2:** Global Destinations

**Unit 3:** Principles of Marketing in Travel and Tourism

**Unit 9:** Visitor Attractions

### Assessment

- Coursework - 42% (Unit 3 and 9)
- Examinations - 58% (Unit 1 - examination, Unit 2 - controlled)

	Unit Size (GLH)	Assessment
Unit 1	90	Externally Assessed (Examination)
Unit 2	120	Externally Assessed (Controlled Assessment)
Unit 3	90	Internally Assessed (Assignment)
Unit 9	60	Internally Assessed (Assignment)



## Higher education courses linked to the subject

Having studied BTEC Travel and Tourism you will be able to study:

- Event Management
- Hospitality
- Tour Guiding
- Tourism Management
- Aviation Management
- Sustainable Tourism
- Teaching
- Adult Nursing
- History and Tourism

## Careers linked to the subject

- Possible career options include:
- Air cabin crew
- Holiday representative
- Tour manager
- Tourism officer
- Tourist information centre manager
- Travel agency manager

## Wider reading to prepare for the course

- Becker, E (2016) *Overbooked: The Exploding Business of Travel and Tourism*, London: Simon & Schuster
- Dale, G (2019) *BTEC Nationals Travel & Tourism Student Book*, London: Pearson
- Gallagher, L (2018) *The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies*, London: Virgin



# TRAVEL & TOURISM (BTEC LEVEL 3)

## CONTACT

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## Exam Board

Pearson - Edexcel

## Specification

2019 Extended Certificate

## COURSE DETAILS

### Examination

The Extended Certificate in Travel and Tourism (equivalent in size to one A Level) is assessed through a combination of coursework and external assessment methods, including an exam.

This course is designed for students who are interested in learning about the travel and tourism sector, with a view to progressing to a wide range of higher education courses, including university and apprenticeships, as well as to help prepare them for a possible career in this dynamic industry.

### Year 12

The travel and tourism industry in the UK is growing and is of major importance to the economy. In **Unit 1: The World of Travel and Tourism**, students will develop the practical skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. Different types of organisation have different roles and offer a range of products and services to many different type of customer. Students will learn how the organisations work together to benefit both themselves and their customers.

In **Unit 3: Principles of Marketing in Travel and Tourism**, students will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using market research data.. This unit will explore the different stages of the process that an organisation or tourist destination goes through when developing its marketing campaign for a given product/service, as well as the importance of meeting customer expectations and communicating with customers effectively

### Year 13

As part of the **Unit 2: Global Destinations**, the features and appeal of different global destinations will be investigated. Students will analyse consumer trends and the reasons the popularity of global destinations may change, and evaluate how well travel plans/routes/ itineraries meet customer needs.

Visitor attractions can draw both domestic and overseas visitors by providing opportunities for relaxation, amusement and education. In **Unit 9: Visitor Attractions**, students will investigate visitor attractions and the different ways they are funded, and also explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors.

## HOW WILL I BE ASSESSED?

Year 12 Assessment	% of Grade	Details
Unit 1: The World of Travel and Tourism	25%	This unit is <b>assessed by a written examination</b> set by Pearson. The examination will be two hours in length. The number of marks for the examination is 100.
Unit 3: Principles of Marketing in Travel and Tourism	25%	This unit is <b>assessed by coursework</b> . Students need to complete three written assignments.
Year 12 Assessment	% of Grade	Details
Unit 2: Global Destinations	33%	This unit is <b>assessed under supervised conditions</b> . Part A is released two weeks before Part B is scheduled to enable learners to carry out research. Part B is a supervised written assessment of three hours taken in a single session during the two-day period timetabled by Pearson. The assessment is set and marked by Pearson, and the number of marks available is 60.
Unit 9: Visitor Attractions	17%	This unit is <b>assessed by coursework</b> . Students need to complete three written assignments.

## WIDER READING

- Becker, E (2016) Overbooked: The Exploding Business of Travel and Tourism, London: Simon & Schuster
- Dale, G (2019) BTEC Nationals Travel & Tourism Student Book, London: Pearson
- Gallagher, L (2018) The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies, London: Virgin

The BTEC National is studied over two years and will give the following equivalent qualifications and points. These are the same as the A level values.

Distinction*	56 UCAS points	Merit	32
Distinction	48	Pass	16



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