

# Travel & Tourism

## BTEC National Level 3 Extended Certificate

Examination Board: Pearson Edexcel

### Staff

V Ellis, BA (Hons), PGCE

### Why Study Travel & Tourism?

Our vision is to open up the world of Travel and Tourism to our students. Through this vocational course we want students to experience and understand the travel and tourism industry, giving them an insight into the careers available and the employability skills needed to get there. We develop their knowledge of the industry and an understanding of the world around them both in the UK and further afield, allowing them to develop into well-rounded individuals, aware of the different cultures around the world.

By studying Travel and Tourism students will develop their communication skills and collaborative working. Students will evaluate factors that can influence global travel and tourism and analyse information about the industry. This course involves a study of the world of travel and tourism, marketing and influences on the industry. It is aimed at students wanting to improve their communication and analytical skills, as well as building confidence in communicating to others and presenting ideas.

### Career Paths & Degree Courses

This qualification is designed to support students who are interested in learning about the travel and tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses or employment, not necessarily related to travel and tourism.

In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that students develop transferrable skills, which are highly regarded by higher education providers and employers. The qualification will give students transferable knowledge, understanding and broad skills such as communicating and presenting ideas.

### Requirements

At least five 9-4 grades at GCSE, with an average grade score of 4.5. If you have studied Travel and Tourism at Level 2, a minimum of a level 2 Merit must be achieved.

Recommended: English GCSE at grade 5 or above.

Unit	Detail	Year
1	Exam The World of Travel and Tourism This unit provides the foundation for learners to study other units in travel and tourism. They will explore the key components and scale of the industry, using data to analyse key trends and their impact.	12 & 13
2	External Synoptic (Coursework) Global Destinations Learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations.	13
3	Internal (Coursework) Principles of Marketing in Travel and Tourism Learners investigate the use of marketing in travel and tourism organisations and how to meet customer expectations in order to inform a promotional campaign of their own design.	12
9	Internal (Coursework) Visitor Attractions Learners develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.	12