

POST-16 COURSE OVERVIEW

TRAVEL AND TOURISM

QUALIFICATION	AWARDING BODY	COURSE LENGTH
Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism	Pearson	2 years

COURSE OVERVIEW

BTEC Travel and Tourism is an applied Level 3 course, equivalent in size to one A Level, for students interested in travel, destinations and the tourism industry. Students explore how the sector operates, what attracts visitors to global destinations and how organisations market their products and services. It suits learners who enjoy research, analysing information and applying their learning to real travel and tourism situations.

WHAT WILL I STUDY?

KEY CONTENT

- Unit 1: The World of Travel and Tourism – explore the industry, its organisations, different types of tourism and its importance to the UK economy.
- Unit 2: Global Destinations – investigate destinations, their appeal, travel options and factors affecting tourism, using research to make recommendations.
- Unit 3: Principles of Marketing in Travel and Tourism – investigate customer needs, analyse research and develop a marketing plan for a new product or service.
- One optional unit – Unit 9: Visitor Attractions or Unit 11: Events, Conferences and Exhibitions. The unit offered by the school is to be confirmed.

ASSESSMENT

- 58% externally assessed / 42% internally assessed, based on guided learning hours.
- Unit 1: Pearson-set and marked 1.5-hour written examination.
- Unit 2: Pearson-set and marked 3-hour supervised task, with information released beforehand for research.
- Unit 3 and the optional unit: internally assessed assignments, including research, reports, presentations and a marketing plan.

WHERE COULD THIS COURSE TAKE ME?

This course can support progression to university courses in tourism, travel, hospitality, events or business, subject to entry requirements. It also develops skills relevant to employment or apprenticeships in travel services, tourism organisations, visitor attractions, hospitality and events.

KEY CONTACT

COURSE LEAD

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