

TRAVEL AND TOURISM

QUALIFICATION: BTEC LEVEL 3 EXTENDED CERTIFICATE (1 A LEVEL)

The Travel and Tourism industry in the UK is growing, and is of major importance to the economy. Choosing to study Travel and Tourism will enable you to broaden your knowledge of the sector, developing your understanding of the World of Travel and Tourism, Global destinations and the appeal of Visitor attractions to both inbound and domestic tourists.

Through studying a BTEC Level 3 course you are not only expanding your knowledge of Travel and Tourism but you will also be developing existing skills whilst also learning new ones, such as communication, organisation, working towards deadlines and research.

ENTRY REQUIREMENTS:

Level 2 Pass in Travel or Grade 4 in GCSE English.

HOW COURSE IS ASSESSED:

You will be assessed through assignments, a written exam in Year 12 on the World of Travel and Tourism and a controlled assessment task on Global destinations in Year 13.

WHERE NEXT?

This course opens up opportunities in later life for access to University or employment.

JOB OPPORTUNITIES:

The BTEC will give you an insight into the Travel and Tourism industry and could lead to work for a business in the Travel and/or Tourism industry in this country and around the world. It also provides a route into University.

COURSE CONTENT:

BTEC Extended Certificate (4 Units over 2 years - Broadly equivalent to 1 GCE A Level)

All Units are delivered with a view to enhance your skills in application, analysis and evaluation.

Unit 1 - The World of Travel and Tourism.

This unit will consist of an hour and a half exam, where you will learn and be tested on the different types of tourism, specialist travel, travel and tourism organisations, products and services provided by travel organisation and their importance to the economy. This unit is an extension of the BTEC first award exam that you might have already studied in Year 10/11.

Unit 2 -Global Destinations.

In this unit, you will use a range of resources to investigate the location and features of global destinations and explain the features that give appeal to global destinations and support different types of tourism. You will evaluate how travel plans/routes/itineraries meet customer needs. You will investigate consumer trends and the reasons the popularity of global destinations may change.

Unit 3 - The UK as a Destination.

In this unit, you will develop marketing skills through examining the specific aims and objectives of the marketing function and researching the needs and expectations of different customer types. You will learn about the importance of meeting customer expectations and communicating with customers effectively. This unit will be assessed through coursework tasks

Unit 9 - Visitor Attractions.

In this unit, you will investigate visitor attractions and the different ways they are funded. You will 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.