

BTEC L3 Travel and Tourism Ext Cert



➤ Introduction

If you have a passion for travel or if you want to develop the skills to help others make the most of their tourism experiences, this subject will open your mind to the endless opportunities that exist in the world's largest industry.

Tourism is predicted to recover from the pandemic to once again be Britain's fifth-largest industry. In 2019 it was the UK's third-largest export earner, worth £127 billion a year and supporting 3.1 million jobs in over 200,000 small and medium enterprises (source: Visit Britain). This course covers a range of topical aspects relating to the industry as well as helping people to become occupationally ready to take up employment in a range of jobs in both the public and private sectors, in places such as visitor attraction, travel agencies, hotels, airlines and tour operators. This can follow either directly after achieving this qualification, or via the stepping stone of Higher Education at Universities or Colleges.

➤ What will I learn?

The World of Travel & Tourism - This unit covers the key components of the Travel and Tourism industry, using data to analyse key trends and their impact on one of the fastest growing industries in the UK.

Principles of Marketing in Travel & Tourism - Students will develop a marketing plan for a new product or service for use by a travel and tourism organisation to attract and engage customers. Two travel and tourism organisations must be chosen, a transport and another type of provider, for example, tour operator, attraction, hotel.

Global Destinations - Students will investigate and analyse the features and appeal of global destinations taking into account travel planning, trends and factors that affect the popularity of global destinations.

Visitor Attractions - Students analyse and investigate the nature and role of built and natural attractions, their commercial success and appeal, responses to visitor needs and importance of delivering a memorable visitor experience.

➤ How will I be assessed?

Component	Type
Unit 1: The World of Travel and Tourism	Exam
Unit 2: Global Destinations	Ecam
Unit 3: Principles of Marketing in Travel & Tourism	NEA - internally assessed
Unit 4: Visitor Attractions	NEA - internally assessed

➤ Opportunities

You will encounter a wide variety of approaches, tasks and exercises. You'll get your basic knowledge and understanding through combinations of class notes, articles, research, videos, and practical exercises. You'll learn to apply this knowledge, to explain, analyse and evaluate each individual unit of study.

Educational visits, work experience and guest speakers form an integral part of the course in making the learning experience interesting, thought-provoking and real. This course is hard work but with motivation, dedication and application all students benefit greatly from its broad approach and achieve excellent results in the end.

➤ Other subjects?

There are several combinations that work well. There is BTEC Business and A Level Geography; Also Media Studies, Physics, BTEC Science and Economics.

➤ Future Careers

Working for airlines, travel agents, tour operators and cruise operators in marketing, sales, and customer service roles. Others have gone on to degree courses in areas such as International Tourism Management,

➤ Course Information

Examination Board - Pearson Edexcel