



Travel and Tourism

BTEC Level 3 National Extended Certificate in Travel and Tourism

Overview

This qualification is designed to support learners who are interested in learning about the travel and tourism industry and is the equivalent to one A-Level.

A total of four units will be studied across the two years, three of which are mandatory, and one is from an optional choice of units.

Mandatory Units

The World of Travel and Tourism (written exam 1hr and 30 minutes)

This unit explores the key components and scale of the Travel and Tourism industry, considering a wide range of elements. You will study the different types of tourism as well as the different sectors that make up this industry, including transport methods, attractions, accommodation providers and tour operators. You will use data to analyse the key trends in the industry and the importance of this for the economy.

Global Destinations (external assessment)

This unit is externally assessed with a task set by the exam board which is completed under supervised conditions. The supervised assessment period is 3 hours. Information on the task is given out 2 weeks before so students can carry out research. The content of this unit will involve you investigating the location and features of different global destinations, you will consider their appeal and investigate consumer trends.

Principles of Marketing in Travel and Tourism (internal assessment)

This unit looks at the different marketing activities that influence customer decisions and the impact that they have. You will develop a marketing plan for a new travel and tourism product or service, using a range of marketing skills to complete this task. This is a synoptic unit and aims to allow you to bring together what you have learned in the other units and apply it to this scenario.

Optional Units (we will choose one)

Visitor Attractions (internal assessment)

In this unit you will investigate the nature and role of built and natural visitor attractions, focusing on two contrasting attractions. You will study the commercial appeal and success of this as well as looking at how the attraction is funded. This is internally assessed via a report produced by the student.

Events, Conferences and Exhibitions (internal assessment)

This unit allows your creative, financial, and organisational skills to be put to use. You will explore the diversity and scale of different events in the industry as well as the processes involved in running an event. You will then develop and review a proposal for an event that meets the client requirements.

Any questions please see Mrs Batty (keb@malbank.cheshire.sch.uk)