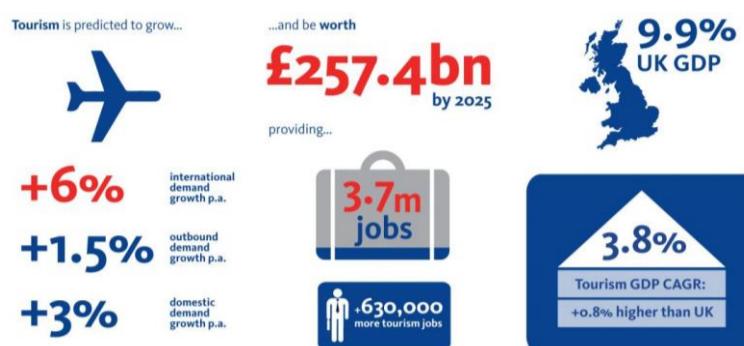


Pearson BTEC Level 3 National Extended Certificate

Travel and Tourism

Britain will have a tourism industry worth over £257 billion by 2025 - just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number. (visitbritain.org)



BTEC nationals have been a recognised vocational qualification for over thirty years respected and accepted by industry and universities.

Pearson Education Limited 2018 state that "YouGov research, show that 62 percent of the large companies have recruited employees with BTEC qualifications." They cite that 100 000 BTEC students apply and are accepted by universities for relevant degree programmes.

The BTEC L3 National Extended Certificate in Travel and Tourism is equivalent in size to one A Level. However any student that solely completes year 12 of the course can be certificated and will gain a BTEC L3 National Certificate in Travel and Tourism equivalent to 0.5 an A level.

Course Structure

Unit	Certificate (0.5)	Extended Certificate (1.0)	Unit Size
The World Of Travel & Tourism (12)	Mandatory	Mandatory	90
Global Destinations (13)		Mandatory	120
Principles of Marketing (12)	Mandatory	Mandatory	90
Visitor Attractions (13)		Option Unit	60
Total teaching hours*	180 GLH	360 GLH	

The GLH are not the total hours required for the course students will be expected to work in their study periods*

Externally assessed
Internally assessed

Year 12

Unit One

The World of Travel & Tourism - EXAM

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.

- ✓ Types of travel and tourism.
- ✓ Travel and tourism organisations, their roles and the products and services offered to customers.
- ✓ The importance and scale of the travel & tourism industry.
- ✓ Factors affecting the travel & tourism industry

Assessment

Written exam 1.5 hours (75 marks)

The exam will be sat January of year 12 and any resits in the June of year 12.

Unit Three

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.

- ✓ Explore the importance of meeting customer needs
- ✓ Examine the impact of marketing activities
- ✓ Develop a marketing plan using research data
- ✓ Investigate how the marketing plan meets the industry and customer needs.

Assessment

Internally assessed and externally verified assignment.

(Year 12 50% is externally assessed)

YEAR 13

Unit Two

Global Destinations - SYNOPTIC

Students will start this module at the end of year 12 and have Summer work to ensure they can complete the January assessment.

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.

- ✓ Global geographical awareness, location and features of destinations.
- ✓ Travel options and accessibility.
- ✓ Travel planning and meeting customer needs.
- ✓ Consumer trends and factors effecting popularity of destination.
- ✓ Political, environmental, climate and disasters effect on popularity.
- ✓ Factors affecting the changing popularity and appeal of a destination.

Assessment

Assessment 3.0 hours (60 marks)

Students are given pre-released information two weeks prior to assessment to carry out research.

This will be sat in January of year 13. (Resit in June year 13)

Students are then given a three hour session to complete a set task that will assess their ability to explain features of destinations and recommend suitability for customer needs. In addition students will also assess travel plans and justify how customer needs are met evaluating the appeal of destinations.

Unit 9

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.

- ✓ Investigate the nature, role and appeal of attractions.
- ✓ Examine how diverse visitor needs are met.
- ✓ Explore how attractions respond to competition and measure success and appeal.

Assessment

Internally assessed and externally verified assignment.

This will be completed by April of year 13, therefore ensuring the whole course is complete and verified prior to other A level examinations.

This qualification is designed to support learners 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, not necessarily in travel and tourism-related subjects. The qualification is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels. All universities accept BTEC Extended Diploma and they carry the same UCAS grades as traditional A level courses.

BTECs are vocational qualifications, rather than traditional academic courses. Typical subjects offered at BTEC level including Business Studies, Travel and Tourism, Engineering and Information Technology. You can't study subjects like History or English at BTEC level. One of the main differences between BTECs and A-Levels is the way they are assessed. A-Levels mainly involve two years of study geared towards a few big tests at the end, whereas BTECs are continually assessed via coursework and practical projects.

You might only just be hearing about BTECs now, but they're not a new qualification - they've actually been around since 1984.

Universities have learned that BTECs are a great alternative to A-Levels, and very few institutions won't consider BTEC students as candidates.

Even Oxford and Cambridge include BTECs as part of their overall course requirements... higher education courses will want you to have an A-Level or AS Level too. Some institutions, such as Oxbridge, will count a BTEC towards your overall grade requirement, but will want you to have one or two A-Levels as well.

Ref :What Uni website 2019

Summer Task & Homeworks for 2020- 2021

The travel and tourism industry is continuously changing. It is changing to meet demand from consumers but also changing due to external factors. These could be factors such as the price of oil, weather, economic recession, social factors, and technological changes.

You need to keep a scrapbook/diary of articles relating to travel and tourism. Examples could be:-

- Newspaper articles.
- Travel website news such as:-
 - Travel Weekly
 - FCO website
 - Visit Britain.org.uk
- Television programmes.
 - BBC Travel programme.
 - Simon Reeve's travel documentaries.
 - Best Hotels in the World documentaries (BBC).
 - National Geographic documentaries. (On Disney Channel).

The articles must be referenced and annotated as this will be marked as homework.

If you do not keep up to date with the industry, you will find the exam extremely hard. We are unable to cover all current affairs in lesson time.

Scenario Questions

In order to develop skills for the course, please answer the following:-

1. easyJet is a low-cost airline, flights to Europe can be as little as £29 per person, compared with the flag carrier British Airways, where a flight to Paris is £233.00. Consider how the changing price of fuel could impact on the business and customer.
2. Exchange rates are the cost of one currency against another. Consider the impact on travel agents if the value of the pound is such that it is expensive to travel to certain destinations abroad. What action could Visit Britain, the national tourist board take in these circumstances?
3. During a recession, when many people may be out of work and have less spending money for luxuries, consider, with examples, how tourism organisations may have to adapt.
4. In society the older generation are still relatively active. The "grey" pound is worth a lot to the tourism industry. Find an organisation that has specific products for this target market and discuss the benefit to the business.
5. Technology is changing the way in which we work and spend our leisure time. Discuss how airports use technology for efficiency and security.
6. Eco-tourism is a growing market. Investigate how Centre Parc or a business of your choice have a sustainability policy.
7. Covid- 19 has had a major impact on all lives. Define the difference between an epidemic and pandemic and then consider how this has impacted on:-
 - A charitable organisations such as Twycross Zoo or National Trust.
 - A private business like Alton Towers or a named restaurant.
 - A public managed organisation like Natural History museum in London

Data Analysis

Find some interesting graphs or data relating to travel & tourism and show that you can interpret the data. Visitbritain.org is an excellent website for the national analysis and promotion of travel and tourism, but you can use any source.

<https://www.visitbritain.org/>