



BTEC Travel and Tourism

Level 3 National Extended Certificate

Examination Board

- Pearson

Extended Certificate

The Extended Certificate is the equivalent of one A Level and is made up of four units which include the 'mandatory' units 1, 2 and 3 plus one other 'option unit' depending on staff expertise (currently unit 9). The four units will be studied over the 2 year course.

Unit 1 - The World of Travel and Tourism

This unit provides the foundation for learners to study other units in Travel and Tourism. They will explore the key components and scale of the industry, using data to analyse key trends and their impact. This unit is assessed by a written examination set and marked by Pearson. The examination will be 1.5 hours in length. The number of marks for the examination is 75. The assessment availability is January and May/June each year.

Unit 2 - Global Destinations

Learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of global destinations.

This unit is assessed under supervised conditions. Learners will be given information two weeks before a supervised assessment period to carry out research. The supervised assessment period is a maximum of three hours in a single session as timetabled by Pearson. During the supervised assessment session, learners will be given a set task that will assess their ability to explain features of destinations and recommend their suitability to meet different customer needs. Learners will also be assessed on their ability to assess travel plans and justify how they meet customer needs. The task will assess learners' ability to evaluate the appeal and popularity of destinations. Pearson sets and marks the task. The number of marks for the unit is 60.

Unit 3 - Principles of Marketing in Travel and Tourism

Learners investigate the use of marketing in Travel and Tourism organisations and how to meet customer expectations in order to inform a promotional campaign of their own design.

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 develop your ability to communicate the findings of this research. You will use market intelligence to plan and produce a promotional campaign for a new travel and tourism product or service. You will learn about the importance of meeting customer expectations and communicating with customers effectively. You will investigate the different stages that an organisation or tourist destination goes through when marketing their products or services. The assessment for this unit should be carried out after your learning in all the other units has been completed. This is because in completing your market research and promotional activities, you will select from learning across your qualification, for example, the scope of the travel and tourism industry.

Option - Unit 9 Visitor Attractions

Learners develop analytical skills as they investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience.

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A presentation, with speaker notes, that examines the different types of visitor attractions, showing why they appeal to visitors, how these attractions are funded and evaluates the importance of visitor attractions to the local and national economy.

An article that explores how two contrasting visitor attractions offer products and services and use technology to meet and exceed visitor expectations

A report that explores how two different types of visitor attraction respond to competition and the importance of effectively measuring their success and appeal.

Skills required

- Ability for independent study and reading relevant tourism and travel in the news
- Ability to memorise key words, follow technical instructions to carry out research and report writing
- Organisation
- Knowledge on how businesses operate
- Students will be expected to have an awareness of current developments in travel and tourism and set aside at least 2 hours a week to complete assignments outside of lesson time.



Useful Websites / Reading Materials

- <https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2019.html>
- <https://nationalcareers.service.gov.uk/job-categories/travel-and-tourism>
- <https://travelweekly.co.uk/>
- www.lonleyplanet.com
- <https://www.visitbritain.org/inbound-research-insights>
- Introduction to Travel and Tourism / Investigating Tourism Destinations – Bob Holland
- BTEC Nationals Travel & Tourism Student Book ISBN-13. 978-1292187754

Recommended Study

- 2 - 3 hours homework / study per week, during which time specific work will be set by staff.
- Reading over and writing up notes in neat
- Completing set homework tasks and assignments
- Small group revision and study sessions
- Answering and self-assessing past paper questions
- Watching relevant programmes on TV / online
- Reading ahead for the next lesson
- Reading relevant travel and tourism stories in the news e.g. relevant business reports, current affairs etc.