

BTEC Level 3 National Extended Certificate in Travel & Tourism

Pearson Exam Board



Why Study Travel & Tourism?

The travel and tourism industry is one of the fastest growing industries in the UK. The value of tourism to the UK economy is approximately £209 billion, and the sector employs around 4 million people. You should study this course if you have a keen interest in the world of travel and tourism.

The course also has a large coursework element with 50% being coursework based, therefore this course is ideal for those wanting a more modular approach to assessment and those who relish working independently to complete coursework.

Everyone taking this qualification will study three mandatory units, covering the following content areas:

- the world of travel and tourism – this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK
- global destinations – you will investigate the features, appeal and importance of different global destinations
- principles of marketing in travel and tourism – this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

You will also choose one optional unit. The optional units have been designed to support progression to travel and tourism, and other courses in higher education. This will allow you to choose a specific specialist area in which you wish to develop your skills. The optional units cover the following content areas:

- visitor attractions
- events, conferences and exhibitions.



Possible Career Pathways:

- Holiday representative
- Tour manager
- Tourism officer
- Tourist information centre manager
- Travel agency manager
- Customer service manager
- Event manager
- Hotel manager
- Marketing executive
- Outdoor activities/education manager

Assessment Structure

Unit 1: The world of travel and tourism.

External written examination.

Unit 2: Global destinations.

External tasks set by Pearson and assessed in three hour controlled assessment.

Unit 3: Principles of marketing in travel and tourism.

Internal coursework assessment.

Optional unit: Visitor attractions or Events conferences and exhibitions.

Internal coursework assessment.

Advised Entry Requirements:

The course is designed so that no prior knowledge is required. Students should have a keen interest in travel and tourism.

Specification Link

<https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2017.html>