



# Travel and Tourism

## Level 3 BTEC Certificate

### Course objectives

A BTEC is a practical, work-related course. You learn by completing projects and assignments that are based on real workplace situations, activities and demands. As well as learning about the employment area you have chosen, you develop the skills you need to start a career.

The extended certificate is equivalent to one A level and once you have finished the course, you can choose whether to get a job straight away or go into Higher Education first.

Main qualifications	<ul style="list-style-type: none"><li>• Extended Certificate</li></ul>
Awarding Body	<ul style="list-style-type: none"><li>• Pearson</li></ul>
Duration/ Lessons per week	<ul style="list-style-type: none"><li>• 10 x 1 hour lessons per fortnight.</li></ul>
Entry requirements	<ul style="list-style-type: none"><li>• Standard entry requirements of 4.5 average</li><li>• An strong interest in Business Studies and/or Geography will be beneficial</li></ul>
Progression opportunities	<ul style="list-style-type: none"><li>• BTEC Level 3s are valued by employers and higher education (universities and colleges). The course is designed to give you an introduction into the travel and tourism industry. If you want to, you could seek employment as you will have industry related skills that are highly desirable.</li></ul>

### Course content

- The course is written to allow progression to higher education. A wide range of suitable courses would be accessible with this qualification.

All students will take 3 mandatory units:

1. The World of Travel and Tourism
2. Global Destinations
3. Principles of Marketing in Travel and Tourism



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### Course content continued

1. The World of Travel and Tourism. The travel and tourism industry in the UK is growing and is of major importance to the economy. In this unit, you will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
2. Global Destinations. In this unit you will develop skills in using maps and atlases so you can research and locate global destinations and geographical features. You will research the features and appeal of global destinations and the factors influencing visitor choice, including potential advantages and disadvantages of travel routes and transport options
3. Principles of marketing in Travel and Tourism. In this unit you will develop a marketing plan through examining the specific aims and objectives of the marketing function and researching the needs and expectations of different customer types.

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### Assessment

- Students need to successfully Pass all mandatory units. Unit 1 is an exam, Unit 2 is exam board pre-release task. All other units are internally assessed assignments. All units are assessed and graded at Pass, Merit and Distinction and an overall grade for the qualification is awarded. The examinations are both sat in May of Year 12 with a resit possible in Year 13.

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### Costs

- Approximately £50 to include visits and resource

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### Additional information

- This is a new course for Ringwood School. Vocational experiences, visits, guest speakers will be established over the length of the course and additional costs or extra time for curricular commitments may well be required.

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### Staff contact

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