

# BTEC Level 3 – Travel & Tourism



**Exam Board: Pearson**

The Pearson BTEC National Extended Certificate in Travel and Tourism is intended as an Applied General qualification. It is designed for post-16 learners with an interest in travel and tourism who want to continue their education through applied learning, and who aim to progress to higher education. This qualification gives a broad introduction to the travel and tourism industry, with an emphasis on core knowledge and fundamental skills that are transferable across other sectors.

## **Course overview:**

This qualification includes three mandatory units covering the following content areas.

- The travel and tourism industry – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- Different types of destinations and their importance – learners will investigate the features and appeal of global destinations.
- Principles of marketing in travel and tourism – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data. Learners select one optional unit to support their progression

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## Entry requirements:

There are no specific entry requirements above the general requirements for PH6, however students need to be interested in travel and tourism and the career options it offers.

## Assessment:

360 GLH (445 TQT)

Equivalent in size to one A Level.

4 units of which 3 are mandatory and 2 are external.

Mandatory content (83%).

External assessment (67%)

## Who is the course for?

- Students who are considering further study in Sport and Exercise Science, Sports Development, Teaching, Coaching, Armed Forces or Sport Technology.
- Students considering a career in journalism, retail, manufacturing or professional sport.
- Students who have a genuine interest and aptitude for physical education and sport, but would prefer an alternative to the A Level route.

## Other Course Information:

This course develops a wide range of transferable skills such as:

- cognitive and problem-solving skills: using critical thinking, approaching non-routine problems applying expert and creative solutions
- interpersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation
- intrapersonal skills: self-management, adaptability and resilience, self-monitoring and development.

## Career pathways:

A BTEC in Travel and Tourism naturally links to career options in the industry such as holiday rep, travel agent, flight attendant or a career in hospitality. However the skills learned are applicable to wide range of careers.

*"Travel and Tourism is an interesting subject that brings the hospitality industry to life and makes it practical and relevant."*