

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism

The course specification can be found at: https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Travel-and-Tourism/2017/Specification/BTEC_NAT_EC_TT_AG_SPEC_ISS1_230818.pdf

Curriculum content

	Year 12	Year 13
Summer 2 (roll over)		<p><u>Unit 2: Global Destinations</u> Teacher 1: Learning Aim D - Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</p> <p>Teacher 2: Learning Aim A - Geographical awareness, locations and features giving appeal to global destinations</p>
Autumn 1	<p><u>Unit 1: The World of Travel and Tourism</u> Teacher 1: Learning Aim A - Types of travel and tourism</p> <p>Teacher 2: Learning Aim B - The types of travel and tourism organisations, their roles and the products and services they offer to customers</p>	<p><u>Unit 2: Global Destinations</u> Teacher 1: Learning Aim E - Factors affecting the changing popularity and appeal of destinations</p> <p>Teacher 2: Learning Aim B - Potential advantages and disadvantages of travel options to access global destinations</p>
Autumn 2	<p><u>Unit 1: The World of Travel and Tourism</u> Teacher 1: Learning Aim C - The scale of the travel and tourism industry and Learning Aim D - Factors affecting the travel and tourism industry</p> <p>Teacher 2: Learning Aim B - The types of travel and tourism organisations, their roles and the products and services they offer to customers</p>	<p><u>Unit 2: Global Destinations</u> Teacher 1: Preparation for Assessment</p> <p>Teacher 2: Learning Aim C - Travel planning, itineraries, costs and suitability matched to customer needs</p>
Spring 1	<p><u>Unit 1: The World of Travel and Tourism (External Assessment)</u></p> <p><u>Unit 3: The Principles of Marketing in Travel and Tourism</u></p>	<p><u>Unit 2: Global Destinations (External Assessment)</u> Teacher 1: Preparation for Assessment</p>

	<p>Teacher 1: Learning Aim A - Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</p> <p>Teacher 2: Learning Aim B - Examine the impact that marketing activities have on the success of different travel and tourism organisations</p>	<p>Teacher 2: Preparation for Assessment</p> <p><u>Unit 9: Visitor Attractions</u> Teacher 1: Learning Aim A - Investigate the nature, role and appeal of visitor attractions</p> <p>Teacher 2: Learning Aim B - Examine how visitor attractions meet the diverse expectations of visitors</p>
Spring 2	<p><u>Unit 3: The Principles of Marketing in Travel and Tourism</u> Teacher 1: Learning Aim C - Carry out market research in order to identify a new travel and tourism product or service</p> <p>Teacher 2: Learning Aim D - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p>	<p><u>Unit 9: Visitor Attractions</u> Teacher 1: Learning Aim C - Explore how visitor attractions respond to competition and measure their success and appeal</p> <p>Teacher 2: Learning Aim C - Explore how visitor attractions respond to competition and measure their success and appeal</p>
Summer 1	<p><u>Unit 3: The Principles of Marketing in Travel and Tourism</u> Teacher 1: Learning Aim D - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p> <p>Teacher 2: Learning Aim D - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p> <p><u>Unit 1: The World of Travel and Tourism (re-sit opportunity)</u></p>	<p><u>Unit 9: Visitor Attractions</u> Teacher 1: Learning Aim C - Explore how visitor attractions respond to competition and measure their success and appeal</p> <p>Teacher 2: Learning Aim C - Explore how visitor attractions respond to competition and measure their success and appeal</p> <p>Re-prepare for potential Global Destinations (the assessment) re-sit</p>
Summer 2		Study Leave

Skills

The skills developed throughout the course include:

- Recalling detailed information accurately
- Applying knowledge to case studies and real travel and tourism companies
- Analysing and evaluating given scenarios using research to support conclusions
- Making justified judgements with supported reasoning
- To be able to create logical and well-structured extended pieces of writing
- Independent research skills and the ability to use any findings to substantiate judgements made in the coursework
- An appreciation of the needs and expectations of customers and how visitor attractions ensure they meet and exceed these
- Organisational skills through the planning, preparation and evaluation of a self-directed marketing plan

Assessment

There are 4 units studied across 2 years.

Year 1 assessment is as follows:

- The World of Travel and Tourism – 90 minute external exam, marked out of 75
- Principles of Marketing in Travel and Tourism – internally assessed piece of coursework

Year 2 assessment is as follows:

- Global Destinations – students internally prepare for the exam 2 weeks prior to the exam date, the actual assessment is a maximum of 3 hours in a single session and this is externally assessed by Pearson
- Visitor Attractions – internally assessed piece of coursework

The grading for the course is Pass, Merit, Distinction and Distinction *