

# BTEC Level 3 Travel & Tourism Extended Certificate

2021 - 2023

Roman Bath-house

Maritime Museum

St. George's Quay

Judges' Lodgings



Shopping Centre

Railway Station



# What is Travel & Tourism

BTEC Level 3

2 year course equivalent to one A Level

This qualification is designed to support learners who are interested in learning about the travel and tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in travel and tourism-related subjects.

The qualification is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

# Y12 - How will I be assessed?

4 units of which 2 are external.

External assessment (58%).

Coursework (42%)

# What units will I study?

Unit 1 The World of Travel & Tourism – External

Unit 2 Global Destinations – External

Unit 3 Principles of Marketing – Internal

Unit 9 Visitor Attractions - Internal

# Possible visits for this Course

**Walking tour of Lancaster**

**Lancaster House Hotel**

**Lake District**

**National Trust Sizergh Castle**

**Liverpool museums and Liverpool One**

**Blackpool Pleasure Beach**

**Salt Ayre Gravity Tower**











# Liverpool

# SIDE MARITIME MUSEUM

Maritime  
museum

Entrance

Open daily  
10.00am - 5.00pm

INTERNATIONAL  
SLAVERY  
MUSEUM

Entrance

Open daily  
10.00am - 5.00pm

Maritime  
dining  
room

Enjoy

delicious food, with  
spectacular views  
from the top floor.

Open daily  
11.00am - 4.30pm

IN SAFE  
HAND

THE STORY OF  
LONDON'S  
SLAVERY







# What could it lead to?

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.

The qualification is equivalent in size to one A Level and is designed to occupy one-third of a typical study programme, which could include other vocational or academic qualifications, such as another BTEC National or A Level.

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.

# What does this qualification cover?

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 to travel and tourism and other courses in higher education. This will be Unit 9 Visitor Attractions

# What does this qualification cover?

In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that learners develop transferable skills, which are highly regarded by higher education providers and employers.

The qualification will give learners transferable knowledge, understanding and broad skills such as communicating and presenting ideas.

All of the content in the qualification will help prepare learners for further study.

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses, if taken alongside other qualifications as part of a two-year programme of learning.

It combines well with a large number of subjects at Level 3, whether academic or vocational.



# How does the qualification provide employability skills?

- **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.

There are also specific requirements in some units for assessment of these skills where relevant, for example, where learners are required to undertake real or simulated activities.

# For more information

Contact Mrs Farley (Head of Vocational)

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