



**BTEC**  
**TRAVEL AND TOURISM**  
**Level 3**



# ABOUT THE QUALIFICATION

- This will also deepen your knowledge of the world of travel and tourism.
- This qualification is a vocational/work-based qualification that will set you up brilliantly for a career in this sector.
- The assessment is a mix of external and internal assessment.
- If you pass, you will be graded at pass, merit or distinction.
- **3 Compulsory Units: Unit 1 - The World of TT; Unit 2 - Global destinations and Unit 3 - Principles of marketing in TT**
- **1 Optional Unit (chosen for you) Unit 9 - Visitor attractions**
- **Unit 3 and 9 are coursework based**
- Assessments take different forms – presentation, essay, exam paper. This qualification is a great way to deepen and broaden your skills.

# Career paths in the travel industry

The Travel & Tourism Industry has a variety of sectors that include **Retail Travel, Wholesale Travel, Visitor Information, Tour Operators, Cruising, Transportation, Events and Services**. Each industry sector has a range of job roles.

There are jobs that are visible that you may come across when you book a holiday like a **Travel Agent** and the ones that are not so visible like a **Wholesaler** who works behind the scenes putting the holiday packages together .

The possibilities in the travel & tourism industry are endless. For this reason we have selected a range of job roles within each sector to assist you determine your choice of career path. Click on the **Travel Industry Sectors** to find jobs within that sector.



## Travel Agent

Explore this sector →



## Wholesaler

Explore this sector →



## Visitor Information

Explore this sector →



## Tour Operator

Explore this sector →



## Cruising

Explore this sector →



## Transport

Explore this sector →



## Events

Explore this sector →



## Tourism Services

Explore this sector →

## Qualification Structure

### Qualification structure Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism Mandatory units.

There are three mandatory units, one internal and two external. Learners must complete and achieve at Near Pass grade or above in all mandatory external units and achieve a Pass or above in all mandatory internal units.

### Optional units

Learners must complete at least one optional unit

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism				
Unit number	Unit title	GLH	Type	How assessed
	<b>Mandatory units – learners complete and achieve all units</b>			
<b>1</b>	The World of Travel and Tourism	<b>90</b>	<b>Mandatory</b>	External
<b>2</b>	Global Destinations	<b>120</b>	<b>Mandatory</b>	External
<b>3</b>	Principles of Marketing in Travel and Tourism	<b>90</b>	<b>Mandatory and Synoptic</b>	Internal
	<b>Optional units – learners complete 1 unit</b>			
<b>9</b>	Visitor Attractions	<b>60</b>	<b>Optional</b>	Internal
<b>11</b>	Events, Conferences and Exhibitions	<b>60</b>	<b>Optional</b>	Internal

## External assessment

Unit	Type	Availability
<b>Unit 1: The World of Travel and Tourism</b>	<ul style="list-style-type: none"><li>• Written examination set and marked by Pearson.</li><li>• 1.5 hours.</li><li>• 75 marks.</li></ul>	<b>Jan and May/June First assessment May/June 2020</b>
<b>Unit 2: Global Destinations</b>	<ul style="list-style-type: none"><li>• A task set and marked by Pearson and completed under supervised conditions.</li><li>• Learners are given information two weeks before a supervised assessment period in order to carry out research.</li><li>• The supervised assessment period is undertaken in a single session of three hours.</li><li>• 60 marks.</li></ul>	<b>Jan and May/June First assessment May/June 2020</b>

This is a summary of the type and availability of external assessment, which is of units making up 58 per cent of the total qualification

## Synoptic assessment

The mandatory synoptic assessment requires learners to apply learning from across the qualification to the completion of a defined vocational task. Within the assessment for *Unit 3: Principles of Marketing Travel and Tourism* learners develop a marketing plan for a new product or service for a travel and tourism organisation or global destination.

# Introduction to Travel and Tourism.

## LO: To know what is involved in T&T



Starter: Think about your last holiday..

### **The 5 Ws.**

Who

went on the holiday?

Where

did you go?

When

did you visit?

What

did you do there?

Why

did you visit?



# WHAT IS TOURISM?

Tourism is :

*“a trip away from home for one night or more”*



# TYPES OF TOURISM

- Domestic
- Inbound
- Outbound

**Task:** Come up with your own definitions for these terms





# INBOUND TOURISM

- *“visitors from overseas coming into the country”*

**TASK:** *Where do you think most of the inbound tourists to the UK come from?*

# OUTBOUND TOURISM

- *“tourists leaving their country of residence to travel to another country.”*

**TASK:** *Where are some popular outbound tourism destinations for UK travellers?*



# DOMESTIC TOURISM

- *“taking holidays and trips inside your country of residence”*

**TASK:** Suggest 5 popular domestic tourism destinations within the UK





# Travel Guide

- Choose **one scenario** from the following slides.
- Create a short presentation (3-4 slides) with **2 suggested destinations** for your chosen scenario.
- Write a **detailed recommendation** for Mrs K/Miss Probyn to **visit one** of your suggested destinations

### Scenario:

- I am planning a surprise holiday for my husband's 50<sup>th</sup> birthday celebrations. We (my husband and I) would like to be away for his birthday on 3<sup>rd</sup> of August. He is fond of the natural environment, music, great food and 5 star hotels. We would like to spend 5 nights in the Caribbean. Our budget is £3000 to include flight from London, transportation, and hotel.
- Please create a short presentation (3 slides) with 2 suggested destinations.
- Where possible include -
  - ✓ Costing
  - ✓ Flights and times
  - ✓ Details of attractions
  - ✓ Facilities and amenities
  - ✓ Climate and weather variations
  - ✓ Reasons for your recommendation.

Many thanks,

Mrs K

### Scenario:

- I live in Manchester and I am planning to visit the Medway on May Bank holiday weekend with my 11 year old son. I like culture, luxury and enjoys visiting nice restaurants but is not a fan of sea food. I also love to read. My budget is £800 to transportation to the Medway and accommodation.
- Please create a short report with suggested activities and attractions suitable for my trip.
- Where possible include -

- ✓ Costing
- ✓ Schedules
- ✓ Details of attractions/activities
- ✓ Facilities and amenities
- ✓ Weather
- ✓ Reasons for your recommendation.

Many thanks,  
Mrs K

### Scenario:

- I live in London and I am planning to visit the USA over the summer with my husband and 12 year old son. I like culture, luxury and enjoys visiting nice restaurants but is not a fan of sea food. My husband likes new experiences. We also like the outdoors. We would like to drive across the USA from NY to California via Route 66. My budget is £4,000 to include transportation and accommodation.
- Please create a short report with suggested activities and attractions suitable for my trip.
- Where possible include -
  - ✓ Costing
  - ✓ Schedules
  - ✓ Details of attractions/activities
  - ✓ Facilities and amenities
  - ✓ Weather
  - ✓ Reasons for your recommendation.

Many thanks,

Mrs K

## Plenary - General Knowledge Quiz

1. Name the 7 continents
2. Name the countries that make up the UK
3. What are the 4 capitals of the UK
4. Name the 5 oceans
5. Which ocean is between UK and USA
6. What is the name of the main line of latitude?
7. What is the name of the main line of longitude?
8. Name one tourist attraction in Medway
9. Name the three types of tourism
10. What is the capital of Republic of Ireland?

## Plenary - General Knowledge Quiz

1. Antarctica, Africa, Europe, Asia, North and South America, Oceania
2. England, Scotland, Wales and Northern Ireland
3. London, Cardiff, Edinburgh, Belfast
4. Arctic, Antarctic (Southern), Atlantic, Pacific and Indian
5. North Atlantic
6. Equator
7. Prime Meridian
8. Rochester Castle
9. Domestic, Outbound and Inbound
10. Dublin