

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism

2025-2027

Summer Home Learning Tasks



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 which is chosen by your teacher/instructor.

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

External assessment

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

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.

Learners complete the task selecting learning and applying their knowledge and understanding of

factors influencing customer choices in travel and tourism. They also consider marketing approaches by different travel and tourism organisations and analyse data on how a new product or service meets industry and learner needs.

UNIT 1: THE WORLD OF TRAVEL AND TOURISM

Content Overview:

- The types of travel and tourism organisations
- The roles travel and tourism organisations
- the products of travel and tourism organisations
- The services they offer to customers
- Ownership and operating aims of travel and tourism organisations
- The key sectors of the travel and tourism industry
- The scale of the travel and tourism industry
- Factors affecting the travel and tourism industry

Tasks:

1. What's the three types of tourists?
2. Describe two different types of travel
3. Name three different types of travel and tourism customer
4. Mind map the different sectors of the travel and tourism industry
5. Create a presentation about the importance of the UK as a global destination

UNIT 2: GLOBAL DESTINATIONS

Content Overview:

- Geographical awareness, locations and features giving appeal to global destinations
- Potential advantages and disadvantages of travel options to access global destinations
- Travel planning, itineraries, costs and suitability matched to customer needs
- Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations
- Factors affecting the popularity and appeal of destinations

Tasks:

1. Visit a travel agency and collect brochures on different destinations.
2. Choose one of the brochures and research reasons for it's popularity, natural and physical attractions, also which types of tourists would it appeal to.

UNIT 3: PRINCIPLES OF MARKETING IN TRAVEL AND TOURISM

Content Overview:

- Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
- Examine the impact that marketing activities have on the success of different travel and tourism organisations
- Carry out market research in order to identify a new travel and tourism product or service

- Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.

Tasks:

1. Define the key terms – product, marketing mix, break-even point, niche market, digital marketing, acquisition
2. Check the price of rooms at your nearest Premier Inn. Compare a week night with a bank holiday weekend. Then check the price of rooms at a Premier Inn in a different country, get prices in GBP. What's the difference? Suggest reasons.
3. List the stages of the product cycle.
4. Go to the EasyJet and Ryanair websites and compare the products they offer to business passengers.

UNIT 9: VISITOR ATTRACTIONS

Content Overview:

- Investigate the nature, role and appeal of visitor attractions.
- Examine how visitor attractions meet the diverse expectations of visitors.
- Explore how visitor attractions respond to competition and measure their success and appeal.

Tasks:

1. Research three visitor attractions in London. How does each attraction meet the expectations of visitors?
2. Compare the appeal of three different amusement parks in the UK. How does Thorpe Park respond to competition from other amusement parks?

Extra Reading and Places to Visit:

- Tourist attractions in Kent/Sussex/London.
- Libraries such as the British Library, Chatham, Hoo St. Werburgh to find further information on the travel and tourism industry.
- Online research and YouTube videos to build up your background knowledge.



