

# BTEC Level 3 Travel & Tourism

## Geography

### Course Facts & Figures at a glance...

#### Subject Leader

Mrs Wood

#### Course Title

BTEC Level 3 National  
Extended Certificate in Travel & Tourism

#### QAN Code

601/9023/1

#### Awarding Body

Pearson

#### Number of Units

4

#### Unit Titles

The World of Travel and Tourism  
Global Destinations  
Managing the Customer Experience  
Final unit TBC

Students of AS/A Level Travel and Tourism have access to a wide range of employment opportunities.

You learn a number of skills that can be transferred into the workplace e.g. analysing and interpreting data and effectively communicating this information. These skills are in great demand by employers and can lead to employment in the following sectors:

Business; Marketing; Customer Care; Travel Service; Tour Representation abroad; Teaching; Air Cabin Crew.

Students that choose to study Travel & Tourism BTEC will study 4 units over the 2 years. There is one traditional examination unit based on 'The World of Travel and Tourism', and another externally assessed unit based on research and the completion of an assignment in timed conditions focusing on 'Global Destinations'. The final two units are both coursework based and have a focus on 'Managing the Customer Experience' and an optional unit which is likely to cover a topic such as Events, conferences and Exhibitions, The Airport Experience or Visitor Attractions. Students will develop a more critical understanding of travel and tourism and the connections between its different sectors, resulting in a more holistic view of the industry and an appreciation of its global and dynamic nature. They will also develop: ...an appreciation of the diversity and complexity of the travel and tourism industry ...practical and technical skills relevant to the industry ...an understanding of the issues that are affecting the travel and tourism industry. To enhance students' experience on the course we endeavour to provide opportunities for studying and finding out about Travel and Tourism in live situations such as Chester Zoo, Liverpool Airport and The

Liverpool Arena and Conference Centre. Students on the course will also be able to apply to accompany any other Humanities fieldtrips such as the trip taking place in October 2017 to the West Coast of the USA.

The course content of the four units will utilise a wide range of study areas, including destinations for tourists around the world – what they offer and why they have developed as destinations for tourism; investigating what makes good customer service in the tourism industry and how to practically apply this knowledge to future situations; the background of the tourism industry and how it forms such an integral part of the economy of many places around the world, as well as the UK and Liverpool, as the Visitor Economy is one of the biggest growth areas in terms of income and employment in the city. You will use the internet and a wide range of sources both physical and computer based in order to complete the different aspects of the course and as a result you will gain a raft of transferable skills for future employment or studies e.g. report researching and writing, meeting deadlines, formal communication methods and analysis and evaluation of information.