

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism (Equivalent to 1 A Level)

If you have a passion for travel or if you want to develop the skills to help others make the most of their tourism experiences, this subject will open your mind to the endless opportunities that exist in the world's largest industry. Tourism is predicted to recover from the Pandemic to once again be Britain's fifth-largest industry. In 2019 it was the UK's third-largest export earner, worth £127 billion a year and supporting 3.1 million jobs in over 200,000 small and medium enterprises (source: Visit Britain)

Everyone taking this qualification will study three mandatory units, covering the following content areas:

- **The world of travel and tourism** – this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
- **Global destinations** – you will investigate the features, appeal and importance of different global destinations.
- **Principles of marketing in travel and tourism** – this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

You will also complete one optional unit. The optional unit cover the following content areas:

- **-Visitor attractions.**

Each unit is awarded points, which are translated into an overall grade (Pass, Merit or Distinction) by the assessors at the end of the course.

Assignment tasks will be in the form of a variety of observed practical tasks, reports, presentations and activities.

Assessment		%
Unit 1	Written Exam	25%
Unit 2	Controlled Assessment	35%
Unit 3 & 4	Coursework	40%

What are the progression routes for this qualification?

Many students go on to work for airlines, travel agents, tour operators and cruise operators in marketing, sales, and customer service roles.

Others go on to degree courses in areas such as International Tourism Management, Destination Management, Events Management, Eco-tourism, Adventure Tourism, Tourism Development and Tourism with Languages.



Topic		Assessment
Unit 1	The World of Travel and Tourism	Written Exam
Unit 2	Global Destinations	Controlled Assessment
Unit 3	Principles of Marketing in Travel & Tourism	Coursework
Unit 4	Visitor Attractions	Coursework

Want more information?

Please contact Miss Smythe- Head of Vocational Studies
jsmythe@arnoldhillspencer.org.uk