



# BTEC National Extended Certificate

## Travel and Tourism



Created by Hanif Ainun  
from Noun Project

.....

### Discover Your Future in Travel & Tourism

- Are you passionate about exploring new destinations, meeting people from around the world, and understanding the business behind the global tourism industry?
- The BTEC National Level 3 in Travel & Tourism could be your gateway to an exciting career.
- This hands-on course equips you with real-world skills in customer service, destination management, marketing, and sustainable tourism.
- Whether you're looking to work in travel agencies, airlines, tour operations, or hospitality, this qualification offers you the chance to learn from industry professionals and gain practical experience.
- Start your journey today and open the door to endless global opportunities!

### Why study this course at Bellerive FCJ Sixth Form?

Subject teachers are well qualified, enthusiastic, experienced, and caring. The department is well equipped with the resources needed for studies to be successful, e.g. up to date textbooks, work booklets, exam practice software.

Travel and tourism can also provide opportunities for students to take their learning outside of the classroom, as this is an industry operating all around us there are several different options for fieldwork visits that will be considered for educational visits.

In the BTEC National units, there are opportunities during the teaching and learning phase to give learners practice in developing employability skills such as: cognitive skills, interpersonal skills, and intrapersonal skills.

## What will I study?

### - Unit 1 The World of Travel and Tourism

An introduction to the scope of the industry and its key components.

### - Unit 2 Global Destinations

You will develop your map skills to locate and research different destinations around the world, and why they appeal to tourists.

### - Unit 3 Principles of marketing in Travel and Tourism

You will learn about the marketing activities and how they impact customer choices and the operational success of an organisation.

## How will I be assessed?

### External assessment

Unit	Type	Availability
Unit 1: The World of Travel and Tourism	<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>	Jan and May/June First assessment May/June 2020
Unit 2: Global Destinations	<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>	Jan and May/June First assessment May/June 2020

### Internal 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 customer needs.

A career in travel and tourism opens a range of exciting options across different sectors. Here are some common pathways and roles:

### 1. Hospitality and Accommodation

- Hotel and Resort Management
- Event Planning and Coordination
- Catering and Food Service

### 2. Travel Services and Agencies

- Travel Agent or Consultant
- Tour Operator
- Cruise Line Staff

### 3. Tourism Marketing and Promotion

- Marketing and Public Relations
- Social Media Manager or Content Creator
- Destination Management

### 4. Transport and Logistics

- Airline Roles
- Car Rentals or Ride-Sharing Services
- Logistics and Supply Chain Management

### 5. Eco-Tourism and Sustainable Travel

- Eco-Tour Guide
- Sustainability Consultant
- Wildlife Conservationist

### 6. Adventure and Outdoor Recreation

- Tour Guide
- Outdoor Educator
- Sports and Recreation Coordinator



*'The world is a book,  
and those who do not  
travel read only a page.'*  
Saint Augustine