

Level 3 BTEC Extended Certificate Travel and Tourism



Passport to Sixth Form

Name: _____

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What will I be studying?

BTEC Extended Certificate Travel and Tourism Level 3

This course allows you an insight in the many roles available within travel and tourism from cabin crew, pilot and events manager to the aviation and hospitality sector and beyond they have many key features that we shall explore and apply. You will be studying a range of units which will help you to gain skills that will be valuable in your chosen profession or future study. You will learn about The World of Travel and Tourism and Principles of Marketing. You will learn what it means to work in the sector and what skills and behaviours you will need to develop. We will study the following units; although you may not study them in this order.

During unit one, **The World of Travel and Tourism**, you will focus on:

- Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved
- Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios
- Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers
- Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers
- Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers
- How you will be assessed: **this is a paper-based exam, that lasts for 1.5 hours, that is worth 75 marks. There is a variety of short- and long- answers. The questions are designed to test your knowledge on the world of travel and tourism.**

During unit 3, **Principles of Marketing in Travel and Tourism**, you will focus on:

- 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.

- How you will be assessed: by a series of assignments set at school. You will provide practice assignments to help you prepare for the final assessment. You will need to check that your work first meets all the pass criteria before moving on to merit and then finally distinction criteria. This is internally assessed (coursework based)

During unit 2, **Global Destinations**, you will focus on:

- Demonstrate knowledge and understanding of the location, features and appeal of global destinations
- Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support
- Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers
- Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations
- How you will be assessed: This unit is assessed under supervised conditions. Learners will be given information two weeks before a supervised assessment period to carry out research. This is worth 60 marks

During unit 9, **Visitor Attractions**, you will focus on:

- 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.
- How you will be assessed: by a series of assignments set at school. You will provide practice assignments to help you prepare for the final assessment. You will need to check that your work first meets all the pass criteria before moving on to merit and then finally distinction criteria. This is internally assessed (coursework based)

Our Expectations

Expectations for Academic Success

The course teachers will work closely with all students and parents to create a purposeful, and stimulating environment in which students are encouraged to fully develop - both academically and personally.

We will expect you to take responsibility for your own behaviour and learning. Students should commit to:

- Ensuring academic success through regular attendance and punctuality at all required registrations, lessons and supervised study lessons.
- Completing all set tasks on time to the best of your ability, making full use of study periods and homework to enable you to meet all deadlines.
- Using study time effectively by bringing all required equipment and resources with you and making full and regular use of study periods, respecting the need for silent studying conditions.
- Working closely with all your teachers to develop an effective working relationship based on mutual respect and discussing your work with them on a regular basis and meeting targets set.
- Developing your skills as an independent, self-evaluative learner and work closely with your teacher in monitoring and discussing your academic progress. As an independent learner, if you miss a lesson, it is your own responsibility to find the teacher and catch up with the work missed.
- Organising your work efficiently and effectively into folders for each subject, making full use of individual subject expectations and using Cornell Notes daily to ensure work in your folders is relevant and meaningful.

Our Expectations

Course-specific Expectations for Academic Success

- Attend all lessons and be punctual.
- If you miss a lesson, speak to your teacher as soon as possible about the work missed and show evidence you have caught up by the following lesson.
- Complete extra notes during supervised study periods, as directed and bring evidence of these to the lessons.
- Complete homework tasks on time, these are often used in class during the following lesson.
- Maintain organised files and exercise books.
- It is imperative that you are organised and have good time management skills if you are to complete the coursework to a high standard.
- Deadlines for coursework must be adhered to.

A cartoon illustration of a girl detective. She is wearing a grey fedora with a dark green band and a green trench coat with a yellow belt buckle. She has a black ponytail and is holding a magnifying glass in her right hand. She has a small, neutral expression. The background is white with a light blue border.

- *Travel Agent*
- *Tour Operator*
- *Flight Attendant*
- *Air Traffic Controller*
- *Event Manager*
- *National Park Ranger*

2. Create a **fact file** for your chosen job role

- *A day in the life of.....*
- *General roles and responsibilities*
- *Routes into the role/ qualifications required*
- *Skills and qualities they may possess*
- *Average pay*
- *Where they work*
- *Who they work with?*

Research Task

What makes London a good city destination for tourists.

1. Your task is to produce a “**What’s on Guide**” for London. You should use your internet research skills or explore the area (safely) to take photographs of anything you think makes London **appealing** for tourists. If you can’t use photos you should use up to date images.

Think about the following to include in your guide:

- **Visitor Attractions** for example theme parks, museums, historical and heritage sites
- **Natural Features** for example parks and rivers
- **Accommodation** for example hotels, guesthouse, bed and breakfast and boats
- **Facilities** for example sport and leisure facilities, shopping, restaurants
- **Arts and entertainment** for example theatres, art galleries and local festivals/events
- **Sightseeing** for example guided tours, ghost walks, boat trips, road trains
- **Transport links** for example rail, air, and sea links

Each one should be explained in detail. Please check grammar and spelling, presentation of work and please do not use AI or plagiarise your work.

Possible information to include:

- Photographs/pictures
- General information
- Fun facts
- Prices
- Dates/times of events

Your first topic you will cover for your exam unit is **types of travel and tourism**.



Types of Tourism

- Cultural Tourism
- Educational Tourism
- Adventure Tourism
- Medical Tourism
- Wellness Tourism
- Eco-Tourism

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Complete the table below:

Question	Explanation
Explain what domestic tourism is.	
Explain what inbound tourism is.	
Explain what outboard tourism is.	
Explain these types of travel: ➤ Leisure travel ➤ Corporate travel ➤ Specialist travel	

Read and Watch

 United Nations World Tourism Organisation About Us 	 Department for Culture Media and Sport (DCMS) Department for Culture, Media and Sport - GOV.UK 
 ABTA, The Travel Association ABTA Travel Advice & Holiday Information UK Travel Industry 	 VisitBritain Visit Britain advert - YouTube 
 Association of National Tourist Office Representatives (ANTOR) United for Sustainable Tourism Antor Association 	 VisitScotland Discover Scotland History, Scenery, Islands & Iconic Experiences Visit Scotland  
 Civil Aviation Authority (CAA) which issues the Air Travel Organisers Licence (ATOL) Air Travel Organisers' Licensing (ATOL) UK Civil Aviation Authority 	 Foreign and Commonwealth Office (FCO) Change Begins Now Foreign Secretary David Lammy - YouTube Foreign & Commonwealth Office - GOV.UK 

Unit 3: Principles of Marketing in Travel and Tourism

This will be your first coursework unit

Successful marketing and promotional activities will attract customers to a travel and tourism organisation. It is however effective customer service that is ultimately responsible for closing the sale and encouraging repeat business. It is therefore essential that the customer service provided by a travel and tourism organisation meets and exceeds customer expectations.

Task

Research and explain what the main marketing principles are in travel and tourism and give a definition of marketing.

What are the 4 Ps in Travel and Tourism?

The 4 Ps in travel and tourism are Product, Price, Place, and Promotion. These elements are essential for creating effective marketing strategies that cater to the needs and expectations of travellers.

Research the 4P's and explain and give examples of each.

Further information.

For more information about BTEC Level 3 Travel and Tourism (Extended Certificate) you can find the specification and unit details at the following address. [BTEC Nationals | Travel and Tourism \(2019\) | Pearson qualifications](#)

Please email your completed Travel and Tourism bridging work Mrs Gallard jgallard@stj.kent.sch.uk

If you have any questions about the course or any concerns, please email the above email address.