



Brentwood County
High School

CURRICULUM OVERVIEW

TRAVEL AND TOURISM BTEC



Osborne

Co-operative Academy Trust

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism

360 GLH (480 TQT)
Equivalent in size to one A Level.
4 units of which 3 are mandatory and 2 are external.
Mandatory content (83%).
External assessment (58%).

This qualification is designed to support learners who are interested in learning about the travel and tourism industry alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in travel and tourism-related subjects.

The qualification is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

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.

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

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

Year 12

UNIT 1 – The World of Travel and Tourism

This unit will be assessed by an examination set by Pearson. You will be assessed on your understanding of the following topics:

- ▶ types of travel and tourism, and types of customers
- ▶ travel and tourism organisations and their roles, and the products and services they offer to customers
- ▶ the scale of the travel and tourism industry, and its importance to the economy and to employment
- ▶ factors affecting the travel and tourism industry, and organisations' responses to these factors.

Assessment outcomes

AO1 Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved

Command words: complete, describe, give, identify, outline

Marks: ranges from 2 to 4 marks

AO2 Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios

Command words: analyse, assess, calculate, describe, discuss, evaluate, explain

Marks: ranges from 4 to 12 marks

AO3 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

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

AO4 Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

AO5 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

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

UNIT 9 – Tourist attractions

Learning aim	Key content areas	Recommended assessment approach
A Investigate the nature, role and appeal of visitor attractions	A1 Types of visitor attractions A2 Scale, scope and appeal of visitor attractions A3 Ways in which visitor attractions are funded A4 Importance of additional revenue generation strategies for visitor attractions	A presentation, with speaker notes, that examines the different types of visitor attractions, showing why they appeal to visitors, how these attractions are funded and evaluates the importance of visitor attractions to the local and national economy.
B Examine how visitor attractions meet the diverse expectations of visitors	B1 Different types of visitors and their diverse expectations B2 Products and services provided, including primary and secondary spend opportunities B3 Ways to meet and exceed visitor expectations B4 Use of technology and its importance for visitor attractions	An article that explores how two contrasting visitor attractions offer products and services and use technology to meet and exceed visitor expectations.
C Explore how visitor attractions respond to competition and measure their success and appeal	C1 Strategies for responding to competition C2 Success and appeal, using data analysis to measure visitor trends and visitor numbers	A report that explores how two different types of visitor attraction respond to competition and the importance of effectively measuring their success and appeal.

Year 13

UNIT 2 – Global Destinations

This unit will be assessed externally using a supervised assessment set by Pearson. The supervised assessment will contain two parts.

Part A is a travel and tourism scenario and it will be supplied a set period of time before the supervised assessment. This allows you to carry out independent research to prepare yourself to produce a travel report under examination conditions.

Part B is the supervised assessment, like a written examination. It will require you to use your research notes in order to complete a set task. You will be assessed on your ability to:

- ▶ locate and understand features and appeal of global destinations
- ▶ explain how features of destinations contribute to their appeal and support different types of tourism
- ▶ evaluate information to determine how travel plans, routes and itineraries best meet different customer needs
- ▶ evaluate consumer trends influencing the changing popularity of global destinations.

Assessment outcomes

A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations

A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers

A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations

UNIT 9 – Principles of marketing in Travel and Tourism

This unit will be assessed by a series of internally assessed assignments set by your tutor. Throughout this unit you will find assessment activities that will help you work towards your assignments. Completing these activities will not mean that you have achieved a particular grade, but that you will have carried out useful research or preparation that will be relevant when it comes to your assignments.

In order for you to achieve the tasks in your assignment, it is important to check that you have met all of the Pass grading criteria. You can do this as you work your way through the assignment.

If you are hoping to gain a Merit or Distinction, you should also make sure that you present the information in your assignment in the style that is required by the relevant assessment criterion. For example, Merit criteria require you to analyse, and Distinction criteria require you to evaluate.

The assignment set by your tutor will consist of a number of tasks designed to meet the criteria in the table. These may include the following:

- ▶ producing a report evaluating how marketing activities contribute to customer satisfaction
- ▶ analysing research data to determine the selected target market and marketing mix for a new product or service
- ▶ producing a marketing plan for the new product or service
- ▶ evaluating how well the marketing plan meets industry and customer needs.

	Learning aim	Key content areas	Recommended assessment approach
	<p>A Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</p>	<p>A1 Interrelationships between marketing and customer service in travel and tourism organisations</p> <p>A2 Influencing customer decisions and meeting needs</p> <p>A3 The marketing mix used by travel and tourism organisations</p> <p>A4 Potential impacts of the marketing mix and customer service</p>	<p>A report or presentation evaluating the interrelationships of marketing and customer service activities to influence customer decisions and meet customer needs and the impact that marketing activities have on the success of two travel and tourism organisations.</p>
	<p>B Examine the impact that marketing activities have on the success of different travel and tourism organisations</p>	<p>B1 The role of marketing in different travel and tourism organisations</p> <p>B2 How marketing contributes to the success of travel and tourism organisations</p> <p>B3 Influences on marketing activity</p>	
	<p>C Carry out market research in order to identify a new travel and tourism product or service</p>	<p>C1 Collecting market research data</p> <p>C2 Analysing market research data</p> <p>C3 Using research results to help identify a new product or service</p>	<p>A promotional campaign for a new product or service for a travel and tourism organisation or destination, based on the application of market research data, including production of promotional material or activity.</p> <p>This will be accompanied by an evaluation of the extent to which the campaign objectives can be achieved.</p>
	<p>D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.</p>	<p>D1 Designing a promotional campaign to meet stated objectives</p> <p>D2 Producing promotional materials and activities</p>	

Intent	Implementation	Impact
<p>The travel and tourism industry is extremely important to the UK economy. There are many different influences on the industry and these changes in response to social, economic and political changes around the world. As a result we intend to:</p> <ul style="list-style-type: none"> • equip students with cognitive and problem-solving skills: using critical thinking, approaching non-routine problems applying expert and creative solutions • • equip students with interpersonal skills: communicating, • allow students to working collaboratively, negotiating and influencing, self-presentation • develop intrapersonal skills: self-management, adaptability and resilience, self-monitoring and development. 	<p>The qualification provides the knowledge, understanding and skills that will prepare students for further study or training.</p> <p>Everyone taking this qualification will study three mandatory units, covering the following content areas:</p> <ul style="list-style-type: none"> • 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 choose one optional unit. <p>We will also cover one optional unit – tourist attractions.</p> <p>We will engage with employers and travel and tourism providers such as tourist attractions, local government and alumni working in the industry.</p>	<p>Students will understand that the travel and tourism industry and in particular the travel and tourism industry in the UK is growing and is of major importance to the economy.</p> <p>Students will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.</p> <p>Different types of destinations and their importance – students will investigate the features and appeal of global destinations.</p> <p>Principles of marketing in travel and tourism – students will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.</p> <p>In addition to the travel and tourism sector-specific content, the requirements of the qualification will mean that learners develop transferable skills, which are highly regarded by higher education providers and employers. The qualification will give students transferable knowledge, understanding and broad skills such as communicating and presenting ideas.</p> <p>This course will enable students to progress to higher-education courses or to a career in the travel and tourism industry by developing their knowledge of how to analyse travel and tourism data and make decisions based on information from a variety of sources.</p>

There are 5 assessment outcomes (AOs) which will be included in the external examination, certain command words will relate to each outcome. The outcomes are as follows:

AO1 – Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved. **Command words: describe, give, identify, outline.**

AO2 – Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios. **Command words: Analyse, assess, calculate, describe, discuss, evaluate, explain.**

AO3 – Analyse information from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers. **Command words: Analyse, assess, discuss, evaluate.**

AO4 – Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers. **Command words: analyse, assess, discuss, evaluate.**

AO5 – Make connections between factors that influence the travel and tourism industry and how the industry responds to minimise the impact on organisations and customers. **Command words: Analyse, assess, discuss, evaluate.**