

The Osborne Sixth Form

Travel and Tourism



BTEC Extended Certificate

Specification: [https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Travel-and-Tourism/2017/Specification/BTEC NAT EC TT AG SPEC ISS1 230818.pdf](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Travel-and-Tourism/2017/Specification/BTEC_NAT_EC_TT_AG_SPEC_ISS1_230818.pdf)

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Why study BTEC Travel and Tourism?

This course has been designed to inspire you to consider a career in the travel and tourism sector or in a related sector where knowledge of travel and tourism will be of use, such as airlines and travel agents. It will give you the opportunity to gain a broad understanding and knowledge of, and skills in, the travel and tourism sector, e.g. itinerary building and route planning. It will also support your progression to a more specialised travel and tourism course at degree level or an apprenticeship in the travel industry or, more broadly, to qualifications in other areas. It will give you the potential opportunity, in due course, to enter employment within a range of job roles across the travel and tourism sector.

What skills will I develop?

This course allows you to develop a range of skills that are valuable to employers and in a variety of situations. You will develop your independence, time management, teamwork, problem solving, research, leadership, ICT, communication and presentation. You need to be organised and be able to manage your time to make sure you meet all deadlines and you need to be able to take on board feedback to improve your work. We link with guest speakers, local attractions and employers, so the ability to listen and ask questions is also essential. Above all, you need to aim high, always trying your best to get the highest grades possible.

What will I study?

The course is split into 4 units. Two units are completed in Year 12 and two in Year 13.

In Year 12 we start with unit 1 “The World of Travel and Tourism”, where you will learn the key types of travel and tourism, about organisations involved and their products and services, the scale of the industry locally, nationally and globally and the key factors that affect the industry.

We spend the rest of Year 12 completing a portfolio: Unit 9 Visitor Attractions. Students visit local visitor attractions and then choose two contrasting attractions within the UK or further afield to complete their coursework.

In Year 13 we cover the remaining two units. Unit 2 “Global Destinations” looks at the range of destinations available to outbound UK travellers. The unit begins with a short crash course in Geographical awareness, before focussing in on the advantages and disadvantages of different travel options; travel planning and itineraries; and finally, customer trends and their impact on destinations. The final unit is Unit 3 “Marketing in Travel and Tourism”, a portfolio based unit where students will complete 4 tasks to

investigate and analyse customer needs and how to meet them; the impact of marketing; developing a marketing plan for a travel and tourism product; and evaluating how a product meets the needs of customers.

How will I be assessed?

Units 1 and 2 are examined via written examinations and Units 3 and 9 via portfolios. The Unit 1 exam is a “traditional” examination split into a number of questions with marks ranging from 1 to 12. The exam will assess knowledge and understanding from the unit as well as skills of using data, evaluating information and making connections between different sectors of the travel industry. The Unit 2 exam is a little different, with a pre-release resource pack that students have three weeks to scrutinise and interrogate, plus completing additional research. The exam is split into two sections where students examine a scenario at a global destination and complete a set task. Unit 3 is a portfolio based on marketing and Unit 9 is a portfolio based on two visitor attractions. Both portfolios have strict timespans and are split into several tasks that replicate real life vocational scenarios and tasks.

Where might it lead?

There are many jobs and apprenticeship schemes that this qualification can lead to and we have had students go on to do apprenticeships with local, national and international companies in the leisure, hospitality and travel sectors. Specific examples of employment include holiday representative, travel agent sales consultant, air cabin crew, hotel manager, event manager, customer service manager and marketing executives.

A range of Universities run highly regarded courses in the travel and tourism sector, including Bournemouth University, Coventry University, Edgehill University, Leeds Beckett University, Plymouth University, University College Birmingham, University of Chester, University of Chichester, University of Huddersfield, University of South of Wales, University of the West of England and Wrexham Glyndwr University. Degrees such as Tourism Management, International Management and Business Enterprise are relevant progression routes and will prepare students well for a variety of next steps.

What are the entry requirements?

You will need to achieve at least Grade 4 in English Language and Maths. If you have a Grade 4 in Geography that would be helpful but certainly not essential.