

Travel and Tourism

Level 3

Course Outline. The level 3 BTEC National Certificate in Travel and Tourism is a 2 year course.

Year 1

Unit 9: Visitor Attractions (internal).

- 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

Unit 1: The World of Travel and Tourism (external).

- Types of travel and tourism
- Types of travel and tourism organisations, their roles and the products and services they offer to customers
- This is an externally examined unit. The examination will be 1.5 hours in length. The number of marks for the examination is 75. The assessment availability is January and May/June each year
- The scale of the travel and tourism industry
- Factors affecting the travel and tourism industry

Year 2

Unit 3: Principles of Marketing (internal)

- Explore the importance of focusing on meeting customer needs to the success of marketing activities in travel and tourism organisations
- Examine the impact that marketing activities have on the success of different travel and tourism organisations
- Develop a marketing plan using research data that provides a viable business case
- Investigate how the marketing plan meets industry and customer needs.

Unit 2: Global Destinations (external)

In this unit, you will use a range of resources to investigate the location and features of global destinations and explain the features that give appeal to global destinations and support different types of tourism. You will evaluate how travel plans/routes/itineraries meet customer needs. You will investigate consumer trends and the reasons the popularity of global destinations may change.

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