



The Cardinal Wiseman School
BTEC courses 2018-20

Travel and Tourism BTEC Certificate Level 3 (Equivalent to 1 A Level)

Entry Requirements:

4 x Level 9 to 4 GCSE passes including a 4 in English Language

What will I study?

- **UNIT 1: The World of Travel and Tourism (EXAM)**
This unit provides the foundation for students to study other units in travel and tourism. They will explore all aspects of the industry, its key components and its scale.
- **UNIT 2: Global Destinations (TASK ASSESSED BY EXAM BOARD)**
Students investigate the features and appeal of global destinations. They prepare travel itineraries and recommend suitable destinations for customers.
- **UNIT 3: Managing the Customer Experience (COURSEWORK)**
Students explore and apply ways of managing internal and external customer experience to support organisational success and develop their customer service skills.
- **UNIT 4: Visitor Attractions (COURSEWORK)**
Students investigate the nature and role of both built and natural visitor attractions, their appeal, popularity, response to diverse visitor needs and the importance of delivering a memorable visitor experience.

What are the examination/coursework requirements?

- **Exam board = Pearson**
- 2 pieces of extended coursework (42%)
- 1 externally assessed task (33%)
- 1 exam (25%)

What skills will I develop?

- Studying Travel and Tourism develops your analytical skills using a variety of case studies.
- Improve your ability to evaluate sources so that you can critically assess their importance.
- Undertake independent research in order to gain greater insights about a variety of long haul and short haul destinations.

How will this subject help me with my future career?

It is a course that is equivalent to one A level. The emphasis is both on coursework and on examinations. Employees and further education institutions welcome the vocational nature of the course and the skills that students develop as they progress through the qualification. This course offers students the opportunity to develop skills, knowledge and understanding of how the Travel and Tourist industry works. This is done through study and practical investigation of companies like British Airways and visitor attractions like the Science Museum.