



Course Title: Travel and Tourism

Qualification: BTEC - Level 3 Extended Certificate and Diploma

<b>Why should I study this course?</b>	This BTEC course in Travel and Tourism is a practical, work related course that prepares you for employment or as the basis for applying to higher education.
<b>What you will study</b>	<p>The courses are modular and consist of a number of different units some of these are mandatory and have to be covered. They will provide you with the basic knowledge and skills that you need within the travel and tourism industry. Some are externally assessed and others are assessed internally</p> <p>Mandatory Units will include:</p> <ul style="list-style-type: none"><li>• The World of Travel and Tourism- Looking at all of the different industries within travel and tourism, how they are organised and how they work together. You will also investigate how travel and tourism has changed over the past 50 years and what the future might hold</li><li>• Global Destinations – Looking at what attracts visitors to the destinations across the globe and what factors might affect the number of tourists that different places get.</li><li>• Managing the Customer Experience- Looking at what makes good customer service, with examples of travel and tourism organisations who provide good and bad customer service. Here you will have a chance to role play customer service situations.</li><li>• Travel and Tourism Enterprises- Looking at what it takes to succeed in the travel and tourism industry with a chance to create your own business and pitch the idea to experts.</li></ul> <p>Optional units will be chosen to suit the needs of the learners and can be tailor made to specific skills and career aspirations. They will include:</p> <ul style="list-style-type: none"><li>• Working Overseas- Looking at the duties and skills of working as a holiday representative as well as designing an entertainment programme for a package holiday.</li><li>• The Airport Experience – Looking at the role of cabin crew and airport staff including baggage handling and check in services</li></ul> <p>Marketing in Travel and Tourism – Looking at how tourists destinations promote themselves, how tour operators sell their holidays with the chance to run your own market research and marketing campaign.</p>
<b>Assessment</b>	The course is an enjoyable course assessed through course work as well as other mediums such as role plays, group work and presentations. There will be examinations and externally assessed unit. Students are then graded Pass, Merit or Distinction. Assessment is continuous throughout the course. Each term students will be provided with an outline of all of the topics being



	<p>studied, what form the assessment will take and clear deadlines for each. After school support is available for those students who require help to complete assignments.</p>
<b>Prepares you for</b>	<p>Our aim is to provide students with a solid vocational understanding of the travel and tourism industry, as well as preparing them for a wide range of travel and tourism careers including airline cabin crew, tour operations manager and tourist information services. The course will give you a good foundation for further study as well and could lead to a number of university courses such as Tourism and Hospitality Management, Events Management, International Tourism Management and Hotel Management and Marketing. Some of these courses are offered locally.</p>
<b>Home Learning Requirements</b>	<p>Home learning will usually encompass research tasks and completing coursework in order to meet deadlines.</p>
<b>Grade Requirements</b>	<p>Minimum of five GCSEs at grade 4 or above</p>
<b>Recommended Texts (available on LRC)</b>	<p><b>Textbooks</b></p> <p>Dale G – BTEC Level 3 National Travel and Tourism Student Book 1 (Pearson 2010) ISBN 9781846907272</p> <p>Dale G – BTEC Level 3 National Travel and Tourism Student Book 2 (Pearson 2010) ISBN 9781846907289</p> <p>Dale G, Kelly M, King C and Jefferies M – BTEC Level 3 National Travel and Tourism Teaching Resource Pack (Pearson 2010) ISBN 9781846907296</p> <p>Holloway C – The Business of Tourism, Seventh Edition (FT Prentice Hall, 2006) ISBN 0273701614</p> <p>James E, Thirlaway J and Woodhouse U – BTEC National in Travel and Tourism (Hodder Education, 2007) ISBN 9780340945735</p> <p><b>Journals</b></p> <p>Travel Trade Gazette</p> <p>Travel Weekly</p>