



Travel and Tourism

Transition Booklet

Year 11 to Year 12

Level 3 National Extended Certificate

Tourism is a big business. Tourism is the provision of the services to tourists. It is a growing sector, despite many recent challenges, that contributes US\$7.2 trillion to the global economy and employs around 284 million (2015). In the UK alone it brought £127 billion to the British economy. This course is designed to enhance your understanding of this vital economic activity. This booklet has been prepared by the tourism teacher for you to read and the work contained in it will ensure that you get off to the best possible start in this subject area. It is very important that you read this booklet carefully over the summer and have a thorough attempt to complete the work and submit it at the start of the year to your subject teacher in the very first lesson. This will be the first impression you create and is a real indicator of how seriously you are prepared to be in your studies.

Course Details

Course Title: BTEC Level 3 National Extended Certificate in Travel and Tourism

Exam board: Pearson

Exam Board website: <https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2017.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessments>

Assessment method:

Today's BTEC Nationals are demanding, as you would expect of the most respected applied learning qualification in the UK. You will have to sit an external exam as well as completing a range of units assessed both internally and externally in the form of a portfolio of assignments. Your assignments may take a variety of forms including business reports, presentations and case studies. The nature of the course is vocational and you will be expected to plan, deliver and then attend certain events. It is imperative that you are organised and stick to the very strict deadlines dictated by the BTEC course. Minimum requirement: Standard entry requirements of five A*-C grades including English language and mathematics. It is not necessary to have studied

About the course

The course is designed to provide a highly specialist, work-related qualification for the Travel and Tourism sector. It gives learners the knowledge, understanding and skills that they need to prepare for employment in the Travel and Tourism industry or further education in this area. You will also develop key skills that are transferable to other areas of learning employment. **It is equivalent in size to one A Level taken over two years.**

BTEC Level 3 National Certificate (Year 12) Equivalent to 0.5 of an A Level:

Unit 1: The World of Travel and Tourism (Externally Assessed)

The travel and tourism industry in the UK is growing and is of major importance to the economy. In this unit, you will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. There are many influences on the industry and they are changing all the time. Some of them are within the control of travel organisations, while others are beyond their control. You will need to know how organisations react to changes and trends to determine their present and future operating policies. Different types of organisations have different roles and offer a range of products and services to many different types of customer. You will need to understand how the organisations work together to benefit both themselves

and their customers and you should be able to name examples of the key organisations in all sectors.

Unit 2: Global Destinations - year 12 (Externally Assessed)

Global destinations are a key aspect of travel and tourism and their appeal is strongly influenced by factors such as their location, access and changing trends. 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.

Unit 3: Principles of marketing in travel and tourism - year 13 (Internally Assessed)

In this unit, learners investigate the use of marketing in travel and tourism organisations and how to meet customer expectations in order to inform a promotional campaign of their own design. Marketing is an important focus for any successful organisation in travel and tourism where products, services and the expectations of customers are constantly changing. A successful business must have a strategy for understanding its customers and targeting them with a profitable offer. The student will develop marketing skills through examining the specific aims and objectives of the marketing function and researching the needs and expectations of different customer types. You will develop your ability to communicate the findings of this research. You will use market intelligence to plan and produce a promotional campaign for a new travel and tourism product or service. You will learn about the importance of meeting customer expectations and communicating with customers effectively. You will investigate the different stages that an organisation goes through when marketing their products or services.

Unit 9: Visitor attractions- year 13(internally assessed)

Visitor attractions can draw both domestic and overseas visitors by providing opportunities for relaxation, amusement and education. They are a major source of revenue for the travel and tourism industry as well as for the UK and the global economy. In this unit you will investigate visitor attractions and the different ways they are funded. You will explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of different types of visitors.

Academic and Career Pathways

On successful completion of a BTEC Level 3 qualification, a learner can progress to employment and/or continue their study in the same, or related vocational area. Learners develop skills that are transferable and that are highly regarded by higher education providers and employers. The transferable skills that universities value include: the ability to learn independently, the ability to research actively and methodically and the ability to deliver presentations and participate as active group members. The employability skills gained from a BTEC include: problem solving skills, communication, collaborative working, self-management and monitoring and Adaptability.

YOUR TASKS

Please complete the following activities and be prepared to hand it in when requested: For activity 1, your review should have a minimum of four sides of an A4 paper.

Activity 1 – We all have some experience of the Travel and Tourism sector, at the very least as customers. Our opinion of businesses within this sector will be shaped by the experiences we have as customers and ultimately will affect whether we use the company again.

For one event or holiday experience write a review of the quality of the experience you had. If you review a hotel visit, you might want to comment on the quality of the welcome you received, the room (cleanliness, facilities), the quality of the food and an overall comment on the quality of service you received (Were the staff polite, helpful, tidy?) If you visited **Alton towers** or any other attraction in the UK with the family, write a review of your experience. You may want to talk about the quality of customer services provided, sort of facilities provided, complaints that were raised by your family or other families that you know, security and legal aspects at the resort, the environment, etc.

Activity 2 – Keep an eye out in the news of any events that may have an impact on tourism, both positive and negative. Collect any newspaper cuttings or article printouts and produce a scrap book or folder. You can write some brief notes explaining each of these events. In previous years there have been epidemic outbreaks, terrorism events, natural disasters and business collapsesto give you a few areas to get you thinking.

Reading List

Books, newspapers and magazines:

Gillian Dale (2010) Edexcel BTEC Level 3 Travel and Tourism Book One: A

Useful websites:

<http://www.wttc.org> : The world of Travel and Tourism Council works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting 260 million jobs and generating 9 percent of world GDP.

<http://www.english-heritage.org.uk/>: English Heritage is the Government's statutory adviser on the historic environment. Officially known as the Historic Buildings and Monuments Commission for England, we are an executive Non-Departmental Public Body sponsored by the Department for Culture, Media and Sport. Our principal powers and responsibilities are set out in the National Heritage Act (1983).

<http://www.merlinentertainments.biz/>: Merlin Entertainments is the largest European entertainments company operating in Europe. Merlin runs 100 attractions in 22 countries across four continents.

<http://www.marriott.com/>: Global hotel business.

<http://www.virgin-atlantic.com/gb/en.html>: "Virgin Atlantic is a major British success story. From our first leased jumbo to the UK's second largest long haul airline, we've come a long way, and there's still much more to do!"

www.visitbritain.com

Television programmes:

BBC Airport series

A Very British Airline. BBC TWO: looks behind the scenes of British Airways

Come Fly with Me – on YouTube

The Hotel Inspector

Coach trip

Country file