# BTEC L3 Travel and Tourism Extended Certificate: Learning Journey

**Exam Board: Pearson**
**Certificate units (Year 12):**
**Unit 1: The world of travel and tourism (90 GLH) – Exam**
**Unit 3: Principles of marketing in travel and tourism(90 GLH)– Coursework**

**Extended Certificate units (Year 13):**
**Unit 3: Global destinations (120 GLH) – Exam**
**Unit 9: Visitor attractions (60 GLH) - Coursework**

Pathways

May
Unit 3 External Assessment:
Set-task in exam booklet
3 hours
60 marks
Activity 1: Researching a destination
Activity 2: Evaluating travel options
Activity 3: Popularity of global destinations

Exam pre-release material available

Revision and exam preparation

Climate and its influence on travel

Natural disasters

Changing markets

Image and promotion

BTEC Exam

Assignment 3 Submission

Assignment 3 Issued

Independent assignment work

Success and appeal, using data analysis to measure visitor trends and numbers

Strategies for responding to competition

Assignment 2 Submission

Accessibility and availability

Economic climate

Political factors

## Unit 2: Global destinations (120 GLH) - Exam

## Unit 9: Visitor attractions (60 GLH) - Coursework

C: Explore how visitor attractions respond to competition and measure their success and appeal

E: Factors affecting the changing popularity and appeal of destinations

Assignment 2 Issued

Use of technology and its importance for visitor attractions

Ways to meet and exceed visitor expectations

Products and services provided, including primary and secondary spend opportunities

Different types of visitors and their diverse expectations

Assignment 1 Submission

B: Examine how visitor attractions meet the diverse expectations of visitors

Assignment 1 Issued

Importance of additional revenue generating strategies for visitor attractions

D: Consumer trends, motivating and enabling factors and their potential effect on the appeal of global destinations

Mock Exam

Motivating and enabling factors affecting the appeal of global destinations

C: Travel planning, itineraries, costs and suitability matched to customer needs

B: Potential advantages and disadvantages of travel options to access global destinations

Learning Aim A Practice

Gateways, hubs and their facilities

Advantages and disadvantages of travel routes and transport providers

Advantages and disadvantages of different travel options

Understanding of travel itineraries

Cost factors

Type of customers and their needs

Consumer trends affecting appeal of global destinations

Appeal and types of tourism

Features and appeal of destinations

Geographical awareness

A: Geographical awareness, locations and features giving appeal to global destinations

A: Investigate the nature, role and appeal of visitor attractions

Ways in which visitor attractions are funded

Scale, scope and appeal of visitor attractions

Types of visitor attractions

Year 13 Start

End of the Line: Year 12

May
Unit 1 resit

Assignment 2 submission

Assignment 2 issued

Independent working on assignment – research and design activities

Design a promotional campaign to meet stated objectives

D: Produce a promotional campaign for a new travel or tourism product/service

Producing promotional materials and activities

Using research results to help identify a new product or service

Analysing market research data

Collecting market research data

C: Carry out market research in order to identify a new travel or tourism product or service

## Unit 3: Principles of marketing in travel and tourism (90 GLH) - Coursework

9.6% of total UK jobs
3.1m total jobs in 2013

9% of UK GDP
£126.9bn UK GDP in 2013

...and has been a major job creator
173,000 net increase in jobs 2010-12 (4.7% p.a.)
1/3 of all sector UK net increase in jobs 2010-12

How marketing contributes to success of different travel and tourism organisations

The marketing mix used by travel and tourism organisations

Interrelationships between marketing and customer service

Other factors affecting travel and tourism

Exam preparation and revision

Assignment 1 submission

Assignment 1 Issued

B: Examine the impact that marketing activities have on travel and tourism organisations

A: Explore the roles of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism

BTEC Exam

D: Factors affecting the travel and tourism industry

Income and spending

Visitor numbers

Influences on marketing activity

The role of marketing in different travel and tourism organisations

Influencing customer decisions and meeting needs

Influences on marketing activity

Product development and innovation

Responses of travel and tourism organisations to internal and external factors

January
Unit 1 External Assessment:
Written exam paper
90 Minutes
60 marks
Short-answer questions, interpreting data and case-study analyses and evaluations

Employment in travel and tourism

Importance of the UK as a global destination

## Unit 1: The world of travel and tourism (90 GLH) - Exam

C: The scale of the travel and tourism industry

Interrelationships and interdependencies in travel and tourism

A & B Assessment

B: Types of travel and tourism organisations, their roles, and the products and services they offer to customers

Baseline Assessment

A: Types of travel

Year 12 Start

2.6m UK jobs supported by tourism

Technology in travel and tourism

Key sectors of the travel and tourism industry

Ownership and operating aims

Types of travel and tourism customer

Types of travel

Types of tourism