



CLAIRES COURT
SIXTH FORM

Curriculum Statement

Year 12 and 13 - BTEC Travel and Tourism
2025 – 2026

Your place to *aim high*

BTEC National Extended Certificate in Travel and Tourism

About the course

The Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism is equivalent in size to one A level. It is designed for students interested in learning about the fundamentals of the travel and tourism sector alongside other fields of study. The qualification gives a broad introduction to the travel and tourism industry, with an emphasis on core knowledge and fundamental skills that are transferable across other sectors. The objective of the qualification is to support progression to higher education.

Requirements for Success

Entry Requirements

Students are required to have GCSE Mathematics minimum of grade 5 and GCSE English minimum of grade 5 or above.

Who is suitable for this course?

Anyone who has a keen interest in travel, both in the UK and abroad, who would like to find out more about the importance of this industry to the economy and how successful attractions market themselves. Students could be aiming to progress and study at University, or use the skills developed through the qualification and apply them in an apprenticeship. This qualification can be taken as part of a diverse programme, alongside other vocational qualifications and/or other A level subjects.

Course Structure

There are three mandatory units:

- The World of Travel and Tourism
- Global Destinations
- Principles of Marketing in Travel and Tourism

The fourth unit is:

- Visitor Attractions

These are studied over the two year period spanning Years 12 and 13.

Method of study

Whole class, individual and group work to prepare presentations, discussions and written essay answers. Use is made of online resources as the travel and tourism

sector continues to evolve. Practical skills require students to research and work individually as they are assessed on these through formally set synoptic tasks.

Assessment

Students study three mandatory units:

Unit one: The World of Travel and Tourism

This unit is assessed through a one hour 30 minute written examination. This is externally set and marked by Pearson. The result in this unit contributes to 25% of the final qualification grade.

Unit two: Global Destinations

This unit is assessed through an externally set and marked assignment that students will complete under supervised conditions. Students are given information two weeks before a supervised assessment period in order to carry out research. The supervised assessment period is undertaken in a single session of three hours. The result in this unit contributes to 33% of the final qualification grade.

Unit three: Principles of Marketing in Travel and Tourism

In this unit students are required to apply learning from across the qualification to develop a marketing plan for a new product or service for a travel and tourism organisation or global destination. The result in this unit contributes to 25% of the final qualification grade.

Students also study one further unit:

Unit four: Visitor Attractions

This unit requires students to investigate the nature and role of both built and natural visitor attractions, their commercial success, appeal, response to diverse visitor needs and the importance of delivering a memorable visitor experience. You are internally assessed through a presentation, a written article and a written report. The result in this unit contributes 17% of the final qualification grade.

Mastery

In Year 12, the core skills of researching and interpreting travel and tourism related sources of information such as recent tourism statistics or articles about incidents affecting the industry will be required from the very start. This builds on the skills already expected in a variety of GCSE courses and underpins the understanding of the travel and tourism industry. Worked examples, scaffolding of appropriate writing styles for specific parts of the externally assessed examination criteria and exemplar answers will all be used as part of our lessons. Level 3 standard questions will be integrated into class, group and individual activities from the start of the course, and revisited regularly throughout. Retrieval and recall of information, particularly key industry vocabulary, plus

the crucial application of theoretical and place-specific knowledge is a continuous process and forms part of almost all lessons.

Where does it lead?

BTEC Level 3 Extended Certificate in Travel and Tourism provides a pathway to further travel and tourism related degree programmes as well as courses in Higher Education and apprenticeships. The qualification will give students transferable knowledge, understanding and broad skills and higher-order skills that are highly regarded by higher education providers and employers. For example, researching destinations and visitor attractions and analysing their success particularly encourages development of skills crucial for employment further down the line, project management, prioritising and effective communication.

Awarding Body: Pearson.

For further information please contact:

Mr D Gray drg@clairescourt.net

Course specifications may be subject to change as directed by the examining board.