

**SUBJECT: BTEC
LEVEL 3
TRAVEL AND
TOURISM**



**EXAM BOARD:
BTEC**

Course Overview

The BTEC specification is still in draft. This information is subject to change.

Unit 1 – The World of Travel and Tourism -

Format - Written exam (1.5 hours)

What is included?

- Types of tourism
- Types of travel
- Travel and tourism organisations
- Factors affecting the travel and tourism industry

Unit 2 – Global destinations

Format – set task completed in supervised conditions (3 hours)

What is included?

- Geographical awareness, locations and features giving appeal to global destinations
- Potential advantages and disadvantages of travel options to access global destinations
- Consumer trends, motivating and enabling factors which affect popularity and appeal of global destinations

Unit 3 – Managing the customer experience

Format – Non-examined assessment (NEA)

What is included?

- Explore how effective customer service contributes to organisational success
- Demonstrate customer service in different travel and tourism situations
- Review effectiveness of own performance in customer service to add value to travel and tourism organisations
- Plan to monitor and improve customer service to achieve organisational objectives

Unit 4 – Specialist tourism

Format – Non-examined assessment (NEA)

What is included?

- Investigate the variety of specialist tourism choices and providers

- Explore the scale, scope and growth of specialist tourism
- Examine the durability and potential impact of key types of specialist tourism

Unit 5 – Visitor attractions

Format – Non-examined assessment (NEA)

What is included?

- Investigate the nature, role and appeal of visitor attractions
- Examine how visitor attractions meet the diverse expectations of visitors
- Explore how visitor attractions respond to competition and measure their success and appeal

In order to be really successful in this topic, it is essential to have a passion for travel and tourism both within and outside of the UK.

Task:

A tourist board in the UK is looking at ways they can increase the appeal of their area as a tourist destination. They have set up a competition to see who can come up with the best ideas. You have decided to enter.

In preparation for this, you decide to look at UK tourist destinations and think about why they appeal to tourists. Research one example in your nearest town or city, one example of a seaside resort and one example of a countryside area.

Summer task

1. Write an essay for each location explaining the appeal of each destination.

Include: How it might appeal to different groups of people (families, couples etc.), the type/s of attractions offered, local facilities, transport links etc. Make sure you explain why each destination would be a successful tourist destination.

2. Write a persuasive letter to the UK tourist board suggesting a way that they could increase Nottingham's appeal to different types of tourists.

Make sure your suggestion is clear, you explain the benefits this would have to different types of visitors and how this would specifically help improve Nottingham's tourist sector.