

APPLIED LEVEL 3
Certificate / Extended Certificate
TRAVEL AND TOURISM



RECENT CHANGES TO THE TRAVEL AND TOURISM QUALIFICATION

Travel and Tourism has recently changed from a AS/A Level qualification to a Level 3 Certificate/Extended Certificate in Tourism and will:

- Be assessed internally by completing three units in each year
- Marks gained from the certificate in year one will count towards the final Extended Certificate in year two.

Progression

Applied National Level 3 Travel & Tourism qualifications prompt investigation, research and consideration of many aspects of tourism which promote an understanding of the career opportunities available.

The qualification is designed to support access to higher education undergraduate degree courses such as:

- Tourism Management
- Business and Marketing
- International Tourism
- Event Management

The qualifications will also enable learners to gain the required understanding and skills to be able to consider employment within a wide spectrum of organisations.



OUR APPROACH TO TEACHING AND LEARNING

This tourism course is designed to enable students to gain knowledge, understanding and skills required for independent learning and development.

These include:

- A range of generic and transferable skills
- The ability to solve problems
- The skills of project based research, development and presentation
- The ability to apply learning in tourism-related contexts
- The opportunity to visit tourism related places, including an overseas visit to Iceland

LEVEL 3 ASSESSMENTS

Students will be assessed by a combination of written and practical internal and external assessments each year. There are two units to be completed for the Certificate (first year) and two additional ones for the Extended Certificate (second year).



The Level 3 Certificate, taken in the first year, can be taken as a stand-alone qualification.

This qualification will enable you to progress to higher-education courses or to a career in the travel and tourism industry by developing your knowledge of how to analyse, research and evaluate. You will gain self-management, communication and customer service skills which are all highly desirable in today's competitive employment market.

YEAR 1

APPLIED LEVEL 3 CERTIFICATE IN TRAVEL & TOURISM

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 sources 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 gain an understanding of the scope of the industry, its terminology and its key components. You will gain an understanding of how the organisations work together to benefit both themselves and their customers.

Unit 3 – The principle of marketing in Travel and Tourism (internally assessed)

In this unit, you will develop marketing skills and research 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 or tourist destination goes through when marketing their products or services.

YEAR 2

APPLIED LEVEL 3 EXTENDED CERTIFICATE IN TRAVEL & TOURISM

Unit 2 – Global Destinations

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 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 9 – Visitor Attractions

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 their different types of visitors.

ENTRY AND SKILL REQUIREMENTS

What are the entry requirements for Applied Level 3 Travel and Tourism?

- General College course entry requirements
- Desirable qualifications include GCSE Maths and English language at Grade 4 as well as an interest in geography, sociology and/or business studies

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