

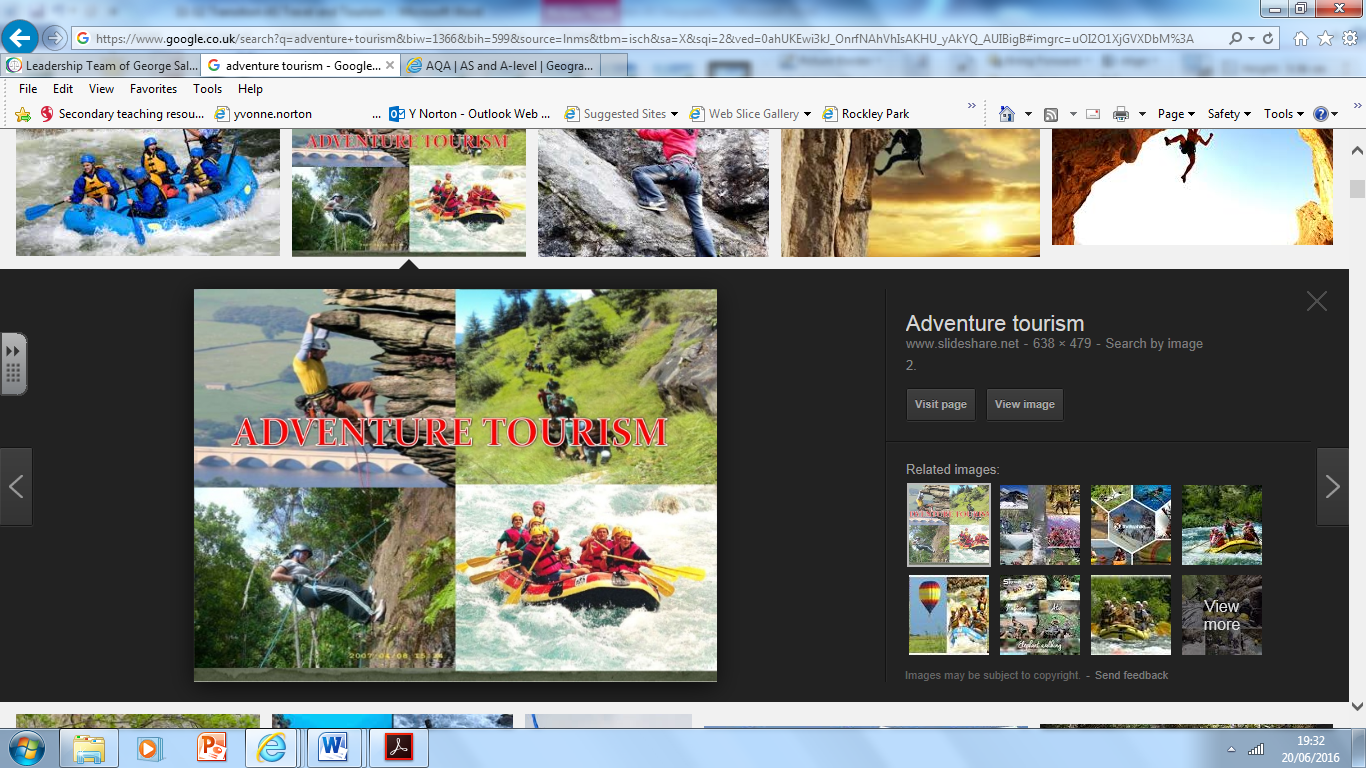
Year 11-12 Transition Pack:

Qualification Type BTEC National Extended Certificate

Travel and Tourism



**Introduction**

It is great that you are considering studying Travel and Tourism at Post-16. You do not need to have studied Travel and Tourism before to take this course.

The BTEC Level 3 Extended National Certificate in Travel and Tourism provides the underpinning knowledge, understanding and skills associated with tourism organisations and activities. It enables you to gain essential skills that are valued by employers, further and higher education including literacy and numeracy, digital literacy, critical thinking and problem solving, planning and organisation, creativity and innovation and personal effectiveness.

Upon completion of the course, you may go to university to complete an undergraduate course in a range of areas including tourism or event management. Careers include air cabin crew, hospitality, event management and travel agency work.

Discovering the world we live in is great fun. We hope that you will agree!

If you have any additional questions on the syllabus, please contact y.norton@georgesalter.com.

**Course Overview**

BTEC Level 3 Extended National Certificate in Travel and Tourism gives you a mixture of theoretical knowledge and practical skills required in the work place.

|  |  |  |  |
| --- | --- | --- | --- |
| Unit | Title | Assessment | Proportion of qualification |
| 1 | The World of Travel and Tourism | External | 25% |
| 2 | Global Destinations | External | 33% |
| 3 | The Principles of marketing in Travel and Tourism | Internal | 25% |
| 4 | Events, conferences and exhibitions | Internal | 17% |

**Articles to Read**

**Text books**

BTEC Level 3 National Travel and Tourism Student Book

BTEC Level 3 National Travel and Tourism Student Book

**Travel guides**

Travel guides are a good way of keeping up to date with what’s happening in the world of travel and tourism. Some good travel magazines are:

Lonely Planet, Go to: http://www.lonelyplanet.com

World Travel Guide, Go to: http://www.worldtravelguide.net

Rough Guides, Go to http://www.roughguides.com

**Useful Websites**

You need to be aware of current global events that impact on travel and tourism; so look out for things in the news to do with the topics we are studying. You can use Google Alerts to make this easier - <http://www.google.co.uk/alerts?hl=en>

News websites are partially good at keeping you informed and up-to-date. News websites include –

www.bbc.co.uk

http://www.telegraph.co.uk

You can also use websites like –

www.australia.com

**What else can I do?**

Download news apps onto your phone and read on the go - The Telegraph for example has a great Travel section.

When visiting somewhere new – eg: on holiday- keep a journal of all the attractions you see as well as transport links, entertainment and the types of accommodation found there and try to find out as much as you can about where you are visiting.

Use YouTube to watch clips on the tourism destinations you are studying.

**Summer Activity- Due in your first lesson in September**

Over the summer you will need to complete the following activities to help you ‘hit the ground running’ when you start in September. Please bring the completed activities to your first Travel and Tourism lesson.

1. **Global Destinations**

In this unit you will be investigating the appeal of different worldwide destinations. Produce a mini guide on Sydney or New York. Include **natural and built attractions and events** in the guide. For Sydney, you could include Bondi Beach, Sydney Opera House, Taronga Zoo, the Blue Mountains, New Year’s Eve celebrations, Sydney to Hobart Yacht Race.

Give a description of each attraction and event and explain its appeal:

1. Description
   * Where is it? What size is it? What activities can you do there? Why is it suitable for these activities?
   * What facilities does it have?
   * Include an image
   * Include the web addresses of all the internet sites / details of the sources of information you have used.
2. Appeal
   * Explain which sorts of people would enjoy the attraction. Consider the following:
   * Families
   * Sport lovers
   * Business people
   * Couples.

Remember to give reasons to explain why they would like it there.

Once you have found out this information, find out about the culture of Sydney / Australia e.g food and drink, indigenous people or religion.