



Future Career Paths...

- Many students go on to work within the Travel and Tourism industry. Others choose to use the skills gained to pursue careers of their choice. Past students have chosen careers in the following:-
- Events and Hospitality Management
- Air Cabin Crew.
- Pilot.
- Entertainer - Disney Florida
- Technical Support - Disney Florida
- Nursing
- Professor of English
- Teacher/Lecturer
- Travel Agent
- Accommodation Manager

Exam Board- Pearson Edexcel

The BTEC L3 = one A-level. Accepted in all universities.

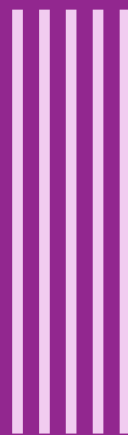
"BTECs are vocational qualifications rather than traditional academic courses. Typical subjects offered at BTEC level include business studies, engineering, information technology and travel and tourism.

BTECs and A-levels also differ in the way they're assessed. A-levels mainly involve two years of study with assessments at the end of the course. BTECs are continually assessed through coursework and practical projects. Russell Group universities, including the University of Oxford and University of Cambridge, recognise BTECs as part of their overall course requirements. " WhatUni 2026



BTEC National Extended Certificate in Travel & Tourism

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Year 12.

World of Travel & Tourism

Exam = 25%

- Develop an understanding of the various types of travel and tourism.
- Examine and evaluate real-world businesses operating within the industry.
- Gain knowledge of the key component organisations that form the sector.
- Analyse the interrelationships and interdependencies between industry stakeholders.
- Assess the scale and economic impact of the travel and tourism industry.
- Evaluate the key factors influencing global travel and tourism trends.

Year 12

Global Destinations

Exam = 33%

- Demonstrate an understanding of the geographical features and characteristics of destinations.
- Analyse available travel options, including accessibility and availability.
- Apply and interpret Butler's Tourism Area Life Cycle (TALC) model.
- Evaluate emerging trends and enabling factors influencing destination development.
- Assess the impact of political, economic, safety, media, health, environmental, and technological factors on the industry.
- Examine and evaluate the role and application of technology within travel and tourism.



The Travel Course...

Year 13

Marketing Coursework = 25%

- Explore the role of marketing and satisfying customer needs in different businesses.
- Examine how marketing activities influence the success of a selection of businesses.
- Create market research to identify a new product and service for a travel and tourism organization.
- Produce a business plan and marketing campaign to launch a new product or service.
- Assess success against SMART objectives and KPI.



Year 13

Visitor Attraction Coursework = 17%

- Understand the nature, role and appeal of two visitor attractions from two different sectors.
- Examine how businesses meet and exceed the needs of customers.
- Explore how businesses respond to competition and how they measure success and appeal of the business.

