



Travel and Tourism at St Wilfrid's





Course Structure

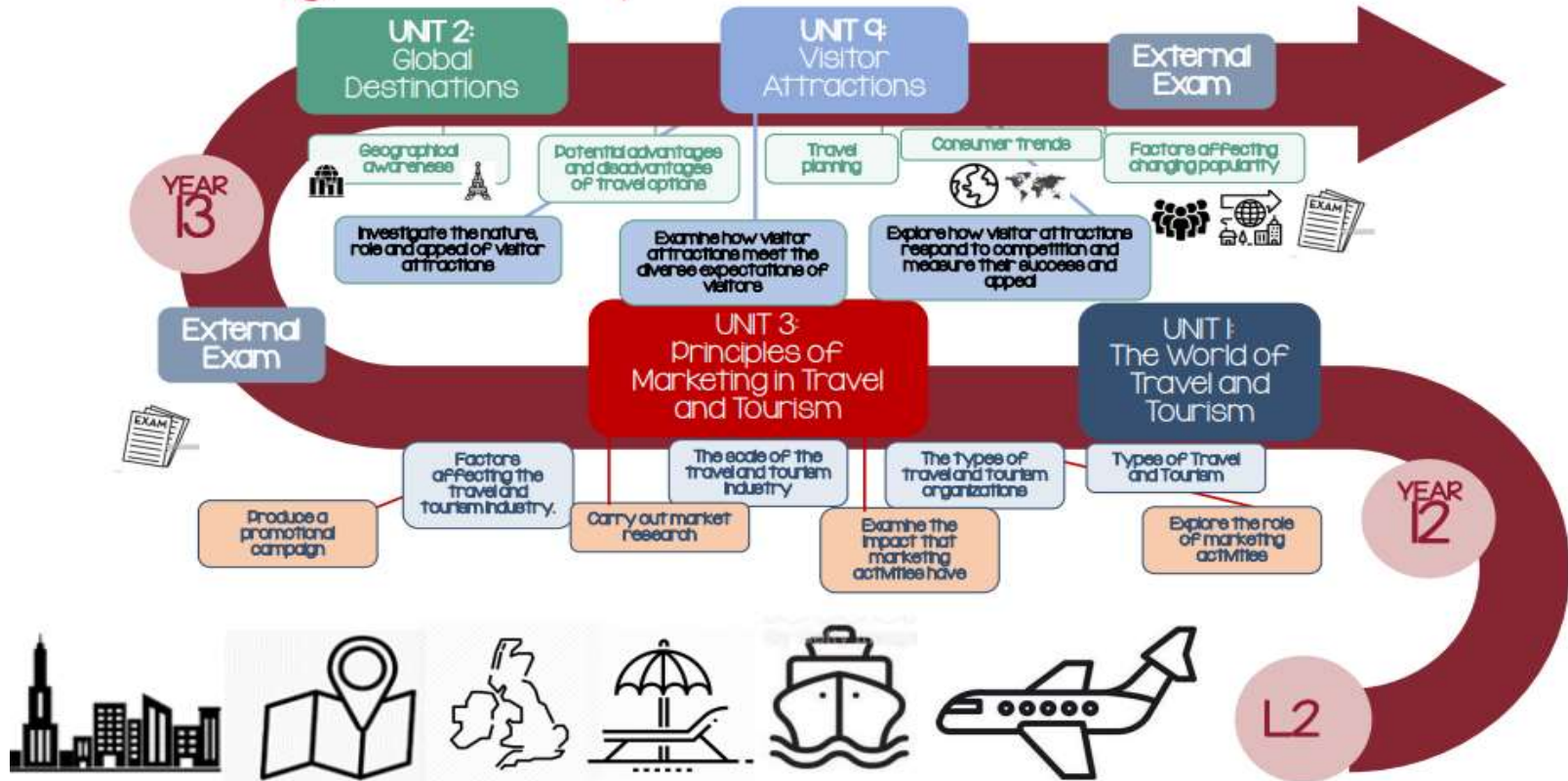


Unit	Unit Size	Mandatory/Optional	Assessed
1.The World of Travel and Tourism	90	M	External Exam
2. Global Destinations	120	M	External Synoptic
3. Principles of Marketing	90	M	Internal
9. Visitor Attractions	60	O	Internal



Learning Journey

Learning Journey: BTEC L3 Travel and Tourism





Unit 1: What you will study



This unit provides the foundation for learners to study other units in travel and tourism. You will explore the key components and scale of the industry, using data to analyse key trends and their impact:

Key areas of study include:

- ✓ Types of Travel and Tourism
- ✓ Ownership and operating aims of travel businesses
- ✓ Transport Components
- ✓ Travel agents
- ✓ Tour Operators
- ✓ Visitor attractions
- ✓ Accommodation
- ✓ Trade Associations
- ✓ How organisations work together to support each other in the industry
- ✓ The importance of the UK as a global destination
- ✓ Employment in travel and tourism
- ✓ Factors affecting the travel and tourism industry



Unit 2: What you will study



Learners investigate and analyse information regarding the features and appeal of global destinations, travel planning, and the factors and trends affecting the changing popularity of 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 use a range of resources to 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. This unit will enable you to progress to higher-education courses by developing your knowledge of how to carry out research and make decisions based on information from a variety of sources. It will also help prepare you for a career in the travel and tourism industry as you apply geographical knowledge and evaluate travel and tourism data in order to meet a given brief



Unit 3: What you will study



Learners investigate the use of marketing in travel and tourism organisations and how to meet customer expectations in order to inform a promotional campaign of their own design.

Marketing is an important focus for any successful organisation in travel and tourism where products, services and the expectations of customers are constantly changing. A successful business must have a strategy for understanding its customers and targeting them with a profitable offer. In this unit, you will develop marketing skills through examining the specific aims and objectives of the marketing function and researching 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.



Unit 9: What you will study



Learners develop analytical skills as they 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.

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. By developing your knowledge and skills in researching and evaluating the effectiveness of visitor attractions, the unit will help you progress to higher-education courses such as degrees in tourism, leisure or business studies. The wide range of skills and knowledge developed in this unit will also help your career progression



Career Opportunities



Airline Industry

Travel agent

Teach

Cabin Crew



Data Analyst

Sales

Visitor attractions

Marketing

Theme Parks

Overseas Resort Rep



Enrichment Opportunities



- In December 2022 we went on our first educational visit to Teesside University and took part in a ‘dark tourism’ university.

We discussed:

- ✓ the appeal of dark tourist sites
- ✓ how Auschwitz-Birkenau has developed as the darkest tourist destination on earth
- ✓ how Chernobyl is paving the way for nuclear tourism
- ✓ the future of dark tourism.





Further Reading



We subscribe to 'Travel Weekly', which is **the travel trade's leading business media brand**. They deliver news, analysis and in-depth, award-winning coverage of every sector, including airlines; cruise; destinations; hotels; tour operations; and travel distribution, marketing and sales.