



Purpose Statement

Name of regulated qualification	
QN: 601/9023/1	Title: Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism

Overview
The travel and tourism sector The travel and tourism industry is one of the fastest growing industries in the UK. The value of tourism to the UK economy is approximately £209 billion, and the sector employs around 4 million people. Who is this qualification for? The Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism, which is 360 GLH, is intended to be an Applied General qualification for post-16 students wanting to continue their education through applied learning, and who aim to progress to higher education and ultimately to employment, possibly in the travel and tourism sector. The qualification is equivalent in size to 1 A level and is designed to occupy one-third of a typical study programme, which could include other vocational or academic qualifications, such as another BTEC National or A levels. This qualification gives a broad introduction to the travel and tourism industry, with an emphasis on core knowledge and fundamental skills that are transferable across other sectors. No prior study of the sector is needed, but you should normally have a range of achievement at level 2, in GCSEs or equivalent qualifications. What does the qualification cover? The content of this qualification has been developed in consultation with academics to ensure that it supports progression to higher education. In addition, employers and professional bodies have been involved and consulted in order to confirm that the content is appropriate and consistent with current practice.

The qualification provides the knowledge, understanding and skills that will prepare you for further study or training.

Everyone taking this qualification will study three mandatory units, covering the following content areas:

- the world of travel and tourism – this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK
- global destinations – you will investigate the features, appeal and importance of different global destinations
- principles of marketing in travel and tourism – this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.

You will also choose one optional unit. The optional units have been designed to support progression to travel and tourism, and other courses in higher education. This will allow you to choose a specific specialist area in which you wish to develop your skills. The optional units cover the following content areas:

- visitor attractions
- events, conferences and exhibitions.

What could this qualification lead to?

Will the qualification lead to further learning?

If you have completed this qualification in a year, you may progress to further learning at level 3, for example, to a larger size of the Pearson BTEC Level 3 Nationals in Travel and Tourism or to other qualifications such as AS/A levels or other BTECs.

In addition to the travel and tourism sector-specific content outlined above, the requirements of the qualification will mean that you develop the transferable and higher-order skills that are highly regarded by higher education and employers. For example, when studying 'The World of Travel and Tourism' unit, you will analyse information and data from the travel and tourism industry, and identify trends and the potential impact of different factors on the industry and its customers, which supports some of the skills you need to progress into higher education, employment, self-employment or training.

The qualification carries UCAS points and is recognised by higher education providers as contributing to admission requirements to many travel and tourism courses. It can give context to subjects that would benefit from some sector background and be taken as part of a diverse programme, leaving progression options fully open. When combined with other qualifications within a two-year study programme, such as AS/A levels or another BTEC National, you can progress to higher education degree programmes, for example to a:

- BSc (Hons) in Business Enterprise, if taken alongside the Pearson BTEC Level 3 National Diploma in Enterprise

- BSc (Hons) in International Management with Spanish, if taken alongside A levels in Spanish and Maths
- BA (Hons) in Tourism Management, if taken alongside A levels in Geography and Business.

You should always check the entry requirements for degree programmes at specific higher education providers.

Why choose this size of qualification?

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should you take this particular one?

The **Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism** is equivalent in size to 1 A level. It is ideal for you if you are interested in learning about the fundamentals of the sector alongside other fields of study, with a view to progressing to a degree programme related to travel and tourism or to one of a wide range of other higher education courses.

The suite also includes the following qualifications:

The **Pearson BTEC Level 3 National Certificate in Travel and Tourism**, which is equivalent in size to 0.5 of an A level. It is ideal for you if you are interested in getting an introduction to the sector, when taken within a two-year full-time study programme alongside other fields of study, with a view to progressing to one of a wide range of higher education courses.

The **Pearson BTEC Level 3 National Foundation Diploma in Travel and Tourism**, which is equivalent in size to 1.5 A levels and is ideal for you if you are looking for a one-year course of full-time study, or for a qualification that runs alongside another area of study that contrasts or complements the qualification, over a two-year full-time study programme. You may progress to higher education if you have taken this alongside other level 3 qualifications.

The **Pearson BTEC Level 3 National Diploma in Travel and Tourism**, which is equivalent in size to 2 A levels. It typically makes up two-thirds of a 16–19 study programme, and is normally taken alongside another level 3 qualification. The additional qualification studied will allow you either to give breadth to your study by choosing a contrasting subject, or to give your studies more focus by choosing a complementary subject. This qualification is ideal if you want the main focus of your studies to be in travel and tourism, but want to take an additional subject in either a complementary area, for example a language, or another area you are interested in. You may progress to employment in leisure or corporate travel, or possibly to a degree subject related to travel and tourism.

The **Pearson BTEC Level 3 National Extended Diploma in Travel and Tourism**, which is equivalent in size to 3 A levels and is typically the sole qualification in a two-year full-time 16–19 study programme. It will allow you to focus your study on this sector, with a view to progression direct to employment in the travel and tourism industry in a particular specialist area of work, such as tour operations, travel consultancy or business development. Alternatively, you may take a degree programme related to travel and tourism before taking up employment in the sector.

For more detail about the other qualifications listed here, and the different progression opportunities they particularly support, please refer to their statements of purpose.

Who supports this qualification?

Further and Higher Education

Bournemouth University

Coventry University

Edgehill University

Leeds Beckett University

Plymouth University

University College Birmingham

University of Chester

University of Chichester

University of Huddersfield

University of South of Wales

University of the West of England

Wrexham Glyndwr University