



Tavistock College Sixth Form

When you sign up for a subject please note that you will be expected to study that subject for the whole two years.

There will be a formal assessment in the Autumn term, after four weeks and that is the only time when students will be allowed to swap or change subjects. After this, too much will have been missed.

Anyone who signs up for four subjects will be expected to study them for the whole two years of the course.

Subject: Travel and Tourism		Qualification: BTEC Level 3 Extended Certificate
Exam board: Edexcel	Entrance criteria: 5 level 5 -9 grade equivalents, including a minimum of a grade 4 in English.	
Topics covered: <ul style="list-style-type: none"> • The world of travel and tourism – this is an external exam • Global destinations – this is an externally assessed task • Principles of marketing in travel and tourism – this is an internally assessed assignment • 1 other unit – topic to be confirmed – this is an internally assessed assignment 		
How the subject will be taught: <p>A range of strategies are used for the examined unit. These include individual note taking, group work, discussions, problem solving exercises, quiz tests and assessments.</p> <p>For the coursework units the topics and content required to complete the work is taught using a range of methods. The students will then individually complete the coursework tasks with teacher guidance. Exemplar coursework tasks are used to support with this. Lessons will reflect the tourist industry and have a real world context.</p>		
Expectations of students <ul style="list-style-type: none"> To be interested in the travel and tourism industry Attendance to every lesson To work independently on tasks set To meet all deadlines set To be organised and keep a folder of notes To participate in class discussions and group work 		

Summer work:

- Research one tourist attraction that you are interested in. This can be through a visit, internet research, newspaper articles or talking with people that have been there.
- Produce a piece of writing that includes:
 - 1/ What the attraction is and what it includes
 - 2/ Where it is located and why that location is suitable
 - 3/ Who the target market is and how they appeal to them
 - 4/ The prices they charge and whether you believe they are worth this amount
 - 5/ What methods of promotion they use and whether you feel these are suitable
 - 6/ Details of any improvements that could be made to improve the attraction