**Level 2 Travel and Tourism**

# Sample Assessment task: notes for tutors

## Unit Title: Understanding the Travel and Tourism Industry

## Unit Code: D/615/7788

This is a scenario-based assignment which gives your learners the opportunity to demonstrate their understanding of the travel and tourism industry. The assignment is split into three written tasks, each covering a Learning Outcome.

Across the three tasks, tutors should check that learners have included all the evidence they need to achieve the unit. If a significant aspect has not been addressed, learners should be given an additional opportunity to cover this aspect, e.g. through a short question and answer.

If you choose to use this sample assignment, you should feel free to adapt the scenario or forms of evidence to make them more relevant to or appropriate for your learners.

Additional tasks are provided to enable learners to achieve Merit and Distinction.

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit as outlined below. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners

Tutors may remove these additional tasks or make them compulsory depending on the abilities of students.

**Uncontrollable external influences:**

At the time of writing the most relevant example is Brexit. Other examples include:

* exchange rate fluctuations – a weak pound means that the UK is a more attractive destination (tourists get more for their money), but UK residents find it more expensive when going abroad. Thus, a weak pound can help inbound and domestic tourist organisations but cause problems for example for a tour operator offering overseas packages
* Terrorism
* Viruses – e.g. Zika virus caused a downturn in tourism to Brazil and the Caribbean during 2016
* Volcanoes – the eruption of an Icelandic volcano in 2010 caused extensive travel disruption. Air travel and transport throughout the world was cancelled and the [International Air Transport Association](https://en.wikipedia.org/wiki/International_Air_Transport_Association) (IATA) estimated the airline industry worldwide lost £130 million ($200 million) a day as a result.
* Other disasters: floods, earthquakes; fire.

# Level 2 Travel and Tourism Assignment:

## Understanding the Travel and Tourism Industry (D/615/7788)

**Researching information about the travel and tourism industry for conference delegates**

**Background**

You are on a two-week work experience with an Events Company, “Events made easy!” This small organisation has recently won a big contract. Twenty overseas delegates are planning to tour the UK to find business opportunities. In particular, they want to know about the UK travel and tourism industry. Your manager has lots planned already – she has arranged for the delegates to visit the tourist attractions and travel facilities in your area and she has planned several dinners with guest speakers. She has also organised their accommodation and all transport arrangements. The itinerary is complete, and a conference pack has been prepared. But there are gaps – hence you have been called into your manager’s office and asked to help!

**Task 1:**

Delegates need some background information about the structure of the travel and tourism industry in the UK. They need to know about the range of organisations with examples of each and how they all work together.

1. You have been asked to complete two tables:

*Table 1: The sectors of the UK travel and tourism industry*

|  |  |  |  |
| --- | --- | --- | --- |
| ***Sector*** | ***Description of their role (what they do)*** | ***Example 1*** | ***Example 2*** |
| ***Airlines*** |  |  |  |
| ***Tour Operator*** |  |  |  |
| ***Accommodation providers*** |  |  |  |
| ***Visitor attractions*** |  |  |  |
| ***Tourism services*** |  |  |  |

*Table 2: Key Trade and professional bodies*

|  |  |
| --- | --- |
| ***Trade and professional body*** | ***What do they do?*** |
| ***ABTA*** |  |
| ***IATA*** |  |
| ***Visit Britain*** |  |
| ***Visit England, Visit Scotland and Visit Wales*** |  |

1. You must also write an explanation of how the above organisations work together to provide travel and tourism services to customers.

**Task 2**

It is important that delegates have background information on the UK travel and tourism industry. In particular, your manager wants you to show how travel and tourism has grown in the UK. She has asked you to prepare a booklet which covers:

1. the main changes on holiday trends over the last century
2. how developments in transport have had an impact on travel
3. the impact of socio economic changes (e.g. growth in disposable income) and the impact on travel and tourism.

*If you are aiming for a* ***Merit:***

1. *Explain how one global company (e.g. TUI) has evolved and*
2. *describe the response of one key organisation in the transport sector to developments in travel.*

*If you are aiming for a* ***Distinction:***

1. *Explain how attitudes to travel changed during the twentieth century as a result of both transport developments and socio-economic trends.*

**Task 3**

The travel and tourism industry reacts to changes in the UK economy. You manager wants you to show the link between the UK economy and the industry and provide examples.

*If you are aiming for a* ***Merit:***

1. *Explain the importance of the travel and tourism industry to the UK economy in terms of jobs and income to the country.*
2. *using recent examples, describe how uncontrolled external influences, for example, recent terrorist attacks or natural disasters (volcanoes, earthquakes, floods) impact on travel and tourism organisations and the UK economy.*

*If you are aiming for a* ***Distinction:***

1. *use examples of specific events and related statistics, to illustrate the impact of uncontrolled external influences on the travel and tourism industry and the UK economy.*