

**BTEC Short Courses**

# **SBA - LEARNER INSTRUCTIONS**

**Edexcel Level 2 BTEC Diploma**

**Overseas Resort Operations**

Unit 1: Preparation for Working Overseas

**Issued June 2004**

For use during the remainder of the duration of operation  
of the specification issued for September 2002



## **INSTRUCTIONS FOR LEARNERS COMPLETING SBAs**

1. The Scenario Based Assessment (SBA) is a compulsory part of your qualification. If you do not complete the SBA you will not receive your certificate.
2. Your tutor(s) will tell you how long you have to complete the SBA and the access you may have to resources.
3. Read the SBA carefully and make sure that you understand what work you should hand in and what is required of you. If you are uncertain, discuss it with your tutor(s).
4. The SBA requires you to work by yourself and to produce original work. You should not share your work with any other learners. For example, if you produce an illustration or diagram electronically, you should not give it to another learner. Similarly, you should not accept and use such information from others. You are required to sign that the work submitted is your own.
5. If you work in a group at any stage, you must present your own responses to each task for assessment.
6. Information taken from sources for research, e.g. Internet and textbooks, must be identified and not presented as your own work. You should list the sources used.
7. Some tasks may require Observation Records/Witness Statements. Your tutor(s) will organise for these to be completed and you must attach these to your submitted work.
8. In presenting your final work, you should not include draft work or reference materials such as handouts, notes and leaflets, unless the tasks specifically ask you to do so.
9. Presentation of your work:
  - Check that you have completed all tasks.
  - Label work with the appropriate task/sub-task number.
  - Present tasks in the correct order.
  - Label each page with your name and page number.
  - Submit all electronic materials in paper format.
  - Clearly label video or audio tapes submitted as part of your assignment.
  - All papers should be securely bound.
  - The completed SBA should NOT be presented in plastic envelopes, a box file or a lever arch file.

# YOUR ASSIGNMENT ACTIVITIES

## SCENARIO

'Inflight' is an independently produced quarterly magazine made available to holidaymakers travelling on charter flights from the UK. The next issue is going to include a feature on tour operators, with particular emphasis on career opportunities overseas. You are one of the researchers assigned to this particular project. As part of your research you have been asked to investigate overseas employment opportunities with different types of tour operators and you will be responsible for providing background material for inclusion in the new article.

## TASK 1

The article will set the scene by giving a general introduction to the tour operations industry today, describing its structure and the role of the tour operator.

- a) Describe how tour operators, travel agents and principals work together in the travel industry in producing and distributing the package holiday product.
- b) Integration has had a significant impact on the relationships between tour operators, travel agents and principals. Explain what is meant by the terms horizontal and vertical integration and how integration has affected the structure of the travel and tourism industry. To support your explanation, produce a diagram showing how vertical and horizontal integration works within a named tour operator.

**Tasks 1a) and 1b) provide evidence for P1**

- c) Explain the role of tour operators within the structure of the travel and tourism industry.

**This task provides evidence for M1**

## TASK 2

The article on holiday representatives needs to make it clear that there are many different kinds of staff working overseas and that their roles may vary according to the type of tour operators they work for.

- a) Produce separate profiles for **four** different types of representative in which you identify and describe their key roles and responsibilities. Choose **four** from the following list:
  - Resort (hotel/apartment) representative
  - Children's Representative
  - Chalet Host
  - Entertainment Representative
  - Campsite Representative
  - Transfer Representative

**This task provides evidence for P2**

## TASK 2 (Cont)

Two of the profiles are going to be given prominence in the article.

- b) Select **two** of the positions from Task 2a) and give a detailed explanation of the duties and responsibilities involved in these roles.

**This task provides evidence for M2**

To emphasise that the roles of resort staff can vary according to the type of tour operator they work for.

- c) Select **three** different types of tour operator from the list below and compare and contrast the roles of their resort representatives with particular reference to how their roles vary according to the different working structures e.g. working alone or working as part of a large team.
- Camping
  - City breaks
  - Long haul
  - Winter sports
  - Family summer sun
  - Villas

**This task provides evidence for D2**

Large tour operators may have well-established resort offices and full time administrative staff based overseas, whereas smaller tour operators may have less local support for their staff in the resort.

- d) Produce an analysis of the relationship between the UK and overseas offices, explaining how this varies in different types of tour operator and how this impacts on the role of their representatives. You can use the same **three** categories of tour operator as selected in 2c) above.

**This task provides evidence for D1**

### **TASK 3**

While it is anticipated that the article will generate an interest in working overseas, the editors are keen to ensure that it does not paint an unrealistic picture of this being a working 'holiday'. In order to avoid this, you decide to include a report, written from the perspective of an overseas representative, that aims to give an accurate account of working overseas.

- a) Write a balanced account of the advantages and disadvantages of working overseas as a representative.

**This task provides evidence for P5**

- b) People are often unaware of the long-term career prospects for holiday representatives. To help them to visualise opportunities for the future, draw up a typical organisational chart for a large resort overseas and support this with notes explaining typical opportunities for promotion and progression.

**This task provides evidence for P4**

### **TASK 4**

To conclude the article you produce a summary to explain the procedures you need to follow if you wish to take up employment overseas.

- a) Produce a step-by-step guide in which you explain the procedures for applying for work and the preparations you would need to make when preparing to take up employment overseas.

**This task provides evidence for P3**

- b) Referring back to Task 3a), explain how advance preparation can help to overcome some of the disadvantages of the job.

**This task provides evidence for M3**

## ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this SBA are repeated below. You should refer to the full unit specification for information on unit content.

### Assessment Evidence Unit

Unit 1: Preparation for Working Overseas		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that the learner is able to:	To achieve a distinction grade the evidence must show that the learner is able to:
<ul style="list-style-type: none"> <li>describe the structure of the travel and tourism industry using appropriate examples</li> <li>describe the roles and responsibilities of tour operators staff working overseas</li> <li>use written information sources to describe stages in the process of preparing for employment overseas</li> <li>describe opportunities for progression and promotion in overseas employment</li> <li>clearly explain the advantages and disadvantages of working overseas.</li> </ul>	<ul style="list-style-type: none"> <li>explain the role of tour operators within the structure of the travel and tourism industry</li> <li>fully explain the duties and responsibilities of different types of resort representatives</li> <li>explain how an individual can prepare for employment overseas to overcome disadvantages.</li> </ul>	<ul style="list-style-type: none"> <li>analyse the relationship between overseas and UK-based personnel in relation to different types of tour operator</li> <li>compare and contrast the roles of resort representatives for different types of tour operators in different locations and structures.</li> </ul>