

BTEC Short Courses

SBA - LEARNER INSTRUCTIONS

Edexcel Level 2 BTEC Diplomas

Travel Operations

Unit 1: Introduction to the Travel Industry

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

“Travelwide Job Search” is an employment agency specialising in recruitment of staff in the Travel and Tourism Industry and you are employed as a recruitment consultant trainee. The recruitment service is used by the various travel organisations in the local and surrounding area, including the local airport, where two leisure travel agents, one business travel agent and a variety of airlines, tour operators, accommodation providers and car rental companies operate. The Manager would like to update the information given to applicants on job vacancies, including details on the types of organisations offering the job opportunities.

TASK 1

Your Manager has just received details of **three** new job vacancies, one each from a travel agent, tour operator and an airline, requesting “Travelwide Job Search” to prepare a shortlist of suitable applicants for them to interview.

To give the shortlisted applicants more detailed information regarding these specific job roles and employment opportunities, you have been asked to:

- a) Select **one** job role from each of the columns below and outline the roles and responsibilities for each one.

TRAVEL AGENT	TOUR OPERATOR	AIRLINE
Leisure travel consultant Business travel consultant Foreign exchange consultant	Tour operator telesales Reservations consultant Tour operator customer service	Air cabin crew Airport customer services agent Airport despatch service agent

This task provides evidence for P5

- b) For the jobs selected in Task 2a), explain the pathways to employment, including:

- Entry requirements
- Application and recruitment process
- Vocational skills and personal qualities
- Opportunities for promotion

This task provides evidence for M3

TASK 2

As part of the selection process to shortlist applicants for the three vacancies, you have been asked to design a test based on the sources of information used in the travel industry. You can prepare this from the knowledge and practical work you have gained since working as the recruitment consultant trainee in the travel industry environment.

a) Using the headings below, prepare a table to show **four** specific situations within the travel industry and explain the sources of information used in each case, e.g. a customer would like to find out more about a hotel in a specific location.

- Situation
- Type (paper based or electronic)
- Outline of content
- Travel industry user/s
- Comments

This task provides evidence for P4

b) Produce a short summary comparing and contrasting the sources of information used in Task 2a) covering the following:

- Quality
- Ease of access
- How up-to-date the sources of information
- Strengths and limitations
- Main user group

This task provides evidence for M2

TASK 3

“Travelwide Job Search” needs to provide interview guidance to candidates they shortlist for the job vacancies. To help the candidates prepare for an interview they need to have a clear understanding of the pace of development and change in the travel industry. To give this support you decide to:

- a) Identify and describe at least **two** key events/milestones in the development of the travel industry from 1945 to the present day, for each of the following periods:

1945 – 1949
1950 – 1959
1960 – 1969
1970 – 1979
1980 – 1989
1990 – 1999
2000 – 2004

This task provides evidence for P1

It is often said that the travel industry is made up of many types of organisations that cannot operate in isolation. The aim of the information material for the applicants is to show the range of organisations involved in the travel industry and how they work together to produce tourism products for customers. This will help them have a wider understanding of the industry during their interview.

- b) Prepare an information sheet on **five** of the following types of organisations, describing the purpose and function of each:

- Leisure travel agents
- Business travel agents
- Tour operators
- Airlines
- Airports
- Accommodation providers
- Car rental companies

This task provides evidence for P2

To help the candidates understand the different products and services offered by the different travel organisations, you decide to:

- c) Prepare an information sheet to describe how the following **four** types of organisations provide different products and services to meet customer needs in the provision of a packaged holiday:

- Travel Agent
- Airport
- Airline
- Tour Operator

This task provides evidence for P3

d) Using the information prepared for Task 3c), provide a detailed explanation of how different products and services provided by each of the **four** types of organisations would meet the needs of the following customers:

- A family with young children
- A group of all ages with physically disabled members
- A couple celebrating a special anniversary
- A group of 10 twenty to thirty year old friends (male and female)
- Two couples in their sixties

This task provides evidence for M1

e) To develop an understanding of the travel industry as an integrated industry based on partnerships and relationships, prepare an information sheet to:

- i) Explain what is meant by the terms vertical and horizontal integration.
- ii) Explain how vertical and horizontal integration has developed in relation to a named major tour operator.
- iii) Use the information gathered to assess the impact of integration on the travel industry.

This task provides evidence for D1

f) Provide **two** examples of recent developments and analyse their importance to the travel industry. In relation to these developments, analyse the interrelationships between different types of organisations within the industry.

This task provides evidence for D2

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: Introduction to the Travel Industry		
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"> describe key aspects of development of the travel industry from 1945 to the present day describe the roles of different types of organisations in the travel industry identify the range of products and services provided by travel organisations to meet customer needs describe the sources of information to be used in different circumstances describe the job roles available in the travel industry. 	<ul style="list-style-type: none"> explain in detail differences between different types of products and services offered by the travel industry compare and contrast the sources of information available in the travel industry explain the different progression routes to employment for a range of job roles in the travel industry. 	<ul style="list-style-type: none"> assess the impact of integration on the travel industry analyse the interrelationships and new industry developments in the travel industry.