

**BTEC Short Courses**

## **SBA - LEARNER INSTRUCTIONS**

**Edexcel Level 3 BTEC Diplomas**

**Travel Operations**

Unit 1: The Travel Industry Today

**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

You have recently joined the Marketing Department of a Conference and Exhibition Company. Plans are now getting under way to prepare for an exhibition on the travel industry. The Sales Department will be arranging to send out invitations to organisations to participate in the exhibition and you have been asked to help prepare the materials to use as handouts for visitors to the exhibition. One of your tasks will be to prepare a leaflet to show the layout of the exhibition halls and the placement of the different sectors of the industry in order that visitors can find individual companies. To help you decide the final layout for the exhibition stands, you will need to investigate the structure of the travel and tourism industry, as well as the interdependencies and interrelationships of the different sectors of the industry.

### Task 1 – The Structure of the Travel Industry

Before making final plans on the allocation and location of spaces for the exhibition stands, you will need to find out more about the structure of the travel and tourism industry and use your results to prepare the first information sheet to give to visitors.

- a) List and describe the different sectors that make up the structure of the travel and tourism industry and describe their roles.

**This task provides evidence for P1**

- b) Explain the interdependencies and interrelationships of the different sectors of the industry, using at least **four** examples.

**This task provides evidence for M1**

There are several sources of statistics available to illustrate the growth and scale of the travel industry and this may also help you allocate space to specific sectors.

- c) Describe **four** trends in the development of the travel and tourism industry, using statistics to support your description.

**This task provides evidence for P2**

New developments can affect different organisations within the structure of the travel and tourism industry.

- d) Using the information recorded in Task 1c) analyse how the **four** trends have affected, or will affect, different organisations within the structure of the travel and tourism industry.

**This task provides evidence for D1**

## Task 2 – Products and Services

The Sales Department has advised that the majority of visitors to the exhibition will be interested mainly in the business and leisure travel agents, and fully integrated tour operators. With this in mind, you decide to prepare details on the products and services offered by these sectors and present the information in another visitors' handout. The handout will:

- a) Describe at least **four** products and **two** services provided for different types of holidays by each of the following:

- business travel agents
- leisure travel agents
- a major fully integrated tour operator

**This task provides evidence for P3**

- b) Compare and contrast the different products and services provided by leisure travel agents, business travel agents and the tour operator given in Task 2a) to meet the needs of customers.

**This task provides evidence for M2**

- c) Select **two** examples of products/services for each of the leisure travel agents, business travel agents and the tour operator, and evaluate how customer needs are met.

**This task provides evidence for D2**

## Task 3 – Sources of Information

It is planned that there will be stands available to demonstrate the resources available and it would be helpful to prepare a flier explaining all the information sources available. The flier should:

- a) Describe **three** main paper and **three** computer-based resources used by travel and tourism organisations, stating the correct trade names.
- b) Describe **two** main paper and two computer-based resources used by customers stating the correct trade names.

**This task provides evidence for P4**

- c) Explain the impact of new technology on the sources of information currently available for both travel industry employees and their customers.

**This task provides evidence for M3**

#### **Task 4 – Career Opportunities**

It is hoped to attract young people to the exhibition who are interested in working within the travel industry and there will be a careers stand at the exhibition. To support the careers stand:

- a) Research and collate information related to one position in each of the following sectors:
- leisure travel
  - business travel
  - tour operation

Use this information to prepare **three** separate career **fact sheets**, ensuring that the following information is included for each of the selected positions:

- roles and responsibilities
- entry requirements
- potential progression opportunities
- recruitment process

**This task will provide evidence for P5**

#### **Task 5 – Looking to the future**

A series of seminars are planned during the exhibition, including one to present views on the future of the industry. Travel is a fast changing industry affected by external factors and you have been asked to prepare a discussion paper considering possible future trends, long term outcomes and career opportunities linked to these.

- a) Collate a range of information on **three** trends within the development of the travel industry and analyse how these trends may affect the short and long term future of the industry.
- b) Explain in detail how current career opportunities may develop in the future based on the trends researched in 5a).

**Task 5a) and 5b) provide evidence for D3**

## 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

| <b>Unit 1: The Travel Industry Today</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>To achieve a pass grade the evidence must show that the learner is able to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>To achieve a merit grade the evidence must show that the learner is able to:</b>                                                                                                                                                                                                                                                                                                                                                                                    | <b>To achieve a distinction grade the evidence must show that the learner is able to:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>clearly describe the structure of the travel and tourism industry</li> <li>interpret data to describe trends in development of travel and tourism</li> <li>clearly describe the products and services provided by business and leisure travel agents and tour operators</li> <li>clearly describe the sources of information available to the industry and its customers</li> <li>clearly describe the career opportunities available within the travel industry.</li> </ul> | <ul style="list-style-type: none"> <li>explain the interdependence and interrelationships of different sectors of the travel and tourism industry</li> <li>compare and contrast the different products and services provided by leisure travel agents, business travel agents and tour operators to meet the needs of customers</li> <li>explain the impact of new technology in sources of information available to the travel industry and its customers.</li> </ul> | <ul style="list-style-type: none"> <li>analyse how new developments are likely to affect the structure of the travel and tourism industry</li> <li>evaluate how the products and services provided by leisure travel agents, business travel agents and tour operators meet the needs of customers</li> <li>understand and analyse relevant information to produce a detailed and accurate account of the possible future trends and long term outcomes for the industry, together with career opportunities available at the present time and in the future.</li> </ul> |