

GCE

Edexcel GCE in Travel and  
Tourism

Unit 3: Destination Europe

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# Unit specification

## Unit 3: Destination Europe

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AS optional unit (Single Award)  
AS compulsory unit (Double Award)

Internally assessed

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### Introduction

In this unit you will look at destinations in Europe that both leisure and business travellers visit. You will look at where they are located, the features that give them popularity and appeal and the transport routes that link the destination to the traveller. You will have the opportunity to learn about a range of destinations in Europe, some in detail.

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### Recommended prior learning

*Unit 1: The Travel and Tourism Industry*

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### What you need to learn

- 3.1 **Location and types of tourist destinations**
- You will learn how to categorise destinations in Europe and locate examples of each category on a map. The different types you need to learn are:
- coastal areas
  - tourist towns and cities
  - business and conference destinations
  - countryside areas
  - heritage and cultural destinations
  - purpose built – built specifically to meet the needs of tourists.
- You will learn that not all destinations can be easily categorised. You will learn to use examples to explain the features that differentiate each category and how there are often overlaps.

### 3.2 The features and appeal of destinations to different types of tourist

You will learn about the features that attract tourists to destinations so that you can identify and describe the key features that give them appeal. You will learn to differentiate between those features that give a destination appeal and those that exist but are not relevant. You will learn where to find information about features of destinations and use these sources to research a range of destinations and their features. Features you should consider include:

- climate
- landscape
- transport and communication links
- accommodation
- facilities provided for activities, for business, general
- natural and built attractions
- events and entertainment
- cost of visiting and living
- local culture including food and drink.

Different types of tourist have different needs and expectations of destinations and you will learn about these needs. Your tutor will give you pen portraits of tourists. These are case studies that give details of customers and their wants, needs and interests. You will learn to apply your knowledge of key features that give destinations appeal by recommending destinations for different types of tourists that meet their needs and circumstances, as described in pen portraits. You should learn to recommend destinations that meet tourists, complex needs and circumstances, although initially you are likely to learn to recommend destinations that meet their more straightforward needs. You will also learn to justify any recommendations you make. There are many different types of tourist as indicated below.

- families
- young people
- senior citizens
- couples
- visitors with specific needs
- visitors with special interests
- business travellers.

You will learn about a number of destinations and focus on one destination for assessment of this topic.

### 3.3 Modes of transport and routes available to European travel destinations

You will learn about key transport gateways in Europe so that you can locate them on a map. You will also learn to locate key rail and road routes linking European tourist receiving and generating areas on a map.

You will learn about the suitability of different modes of transport available between tourist receiving and generating areas so that you can apply your understanding to the needs and circumstances of different types of tourist. The needs and circumstances will be given to you by your tutor in the form of pen portraits. You will learn to consider complex needs of tourists, although initially you will learn how to assess the suitability of different modes of transport to meet more straightforward needs. You will learn to analyse the suitability of different modes of transport in terms of:

- overall length of journey time
- cost of entire journey
- quality and convenience eg departure times, transfer connections
- services available eg class of service, support for specific needs
- safety and security.

You will learn about access to a range of different European destinations, departing from different points in Europe. For assessment, you will focus on access to one destination.

### 3.4 Factors affecting the popularity and appeal of European travel destinations

You will learn about the factors that have affected the popularity and appeal of tourist destinations to gain an understanding of why some destinations with comparable features are more popular than others. Some factors are controllable by the destination and some are uncontrollable. You will learn to research destinations in Europe to evaluate how they have controlled factors to maximise their appeal and popularity. Factors include:

- accessibility
- image and promotion
- availability of attractions and other tourist facilities
- destination management
- cost of visiting
- political factors.

You will learn to use a range of different sources of information when undertaking research and ensure the information you are using is current and relevant to today's travel and tourism industry. You will focus on one destination for assessment. It should be a destination that has grown in popularity in the last 15 years.

## Assessment evidence

Assessment evidence could be in many different forms to allow for your learning preferences and strengths to be accommodated. Learners will include maps, but many tasks could be evidenced through written reports, production of promotional material or witness testimonies of oral presentations or customer service role plays with supporting notes.

You are required to investigate **three** destinations in total for the unit. You do not research the three destinations for all tasks, each investigation will have a specific focus:

- one destination for task (b) focusing on features
- one destination for task (c) focusing on the factors that had affected popularity and appeal
- one destination for task (d) focusing on accessibility.

Your work must include evidence of:

(a) six maps, one for each type of destination. Each map should locate the appropriate European travel destinations popular with UK tourists and highlight the relevant gateways and road and rail routes for these destinations from the UK

and

for each of the six types of destination, an explanation of the features that differentiate them and the difficulties in categorising some destinations, giving examples.

(b) the key features that give destinations appeal to different types of tourist. Recommendations for a European destination that meets the needs of a tourist whose needs and circumstances are given to you by your tutor in the form of a pen portrait. These might be complex. A description of the main features that give the recommended destination appeal and an explanation of how it meets the needs of the tourist specified.

(c) research undertaken to complete all tasks

and

an analysis of the factors that have led to the growth in popularity and appeal of one European travel destination and how the destination has controlled factors to maximise their appeal and popularity

(d) an assessment of the suitability of different modes of transport to a European travel destination for a type of tourist. Details of the type of tourist and their needs and circumstances will be given to you in the form of a pen portrait. This will include details of their departure point and destination. The tourist might have complex needs and circumstances.



## Assessment criteria

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
a (AO1)	<p>Maps are produced for each type of destination that show the location of appropriate European travel destinations. Some gateways and rail and road routes to destinations are also shown on maps. Maps will have little detail apart from the destinations and may have some omissions or minor errors in location.</p> <p>Explanation of features that differentiate types of destination is limited, and mainly descriptive.</p> <p style="text-align: right;">(1-9)</p>	<p>Maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations. All main gateways from UK are shown for different modes of transport. Major road and rail routes within Europe are also shown. Maps have some detail with few omissions. Locations may have some minor inaccuracies.</p> <p>Explanation of features relates to all types of destination and has some detail. There is an explanation of how these are used to categorise destinations. There is also an explanation of the difficulties of categorising destinations.</p> <p style="text-align: right;">(10-14)</p>	<p>Detailed maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations and some additional destinations where popularity is emerging. All main and some less important gateways from the UK are shown. Major road and rail routes within Europe are located. Maps have no significant omissions and all locations are accurate.</p> <p>Explanation of features is clear and detailed and relates to all types of destination. There is a clear and detailed explanation of how these features are used to categorise destinations with specific examples. There is also a clear and detailed explanation of the difficulties of categorising destinations using specific examples to illustrate this.</p> <p style="text-align: right;">(15-18)</p>	18
b (AO2)	<p>The features of a destination are described with some detail. There may be little discrimination between features that exist and those that give it appeal. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait is limited and mainly descriptive. The explanation refers to tourists' straightforward needs.</p> <p style="text-align: right;">(1-7)</p>	<p>The key features that give a destination appeal are described in detail. There may be some minor irrelevancies. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait are given. There are some clear links between features available in the destination and the needs of the tourist. The explanation refers to some of the tourists' complex needs.</p> <p style="text-align: right;">(8-12)</p>	<p>The key features that give a destination appeal are described in detail with no irrelevancies. A thorough explanation of how a destination clearly meets the needs the tourist as specified in the pen portrait is given with clear links between the features available in the destination and all the complex needs of the tourist.</p> <p style="text-align: right;">(13-15)</p>	15

	Mark Band 1	Mark Band 2	Mark Band 3	Mark awarded
c (AO3)	<p>Some research has been undertaken and is evidenced mainly through a bibliography. Sources directed or provided by others were used.</p> <p>There is some basic analysis of the factors that have led to the popularity and appeal of a European travel destination but evidence tends to be descriptive. The destination chosen may be well established so some factors identified may be dated. There is some reference to how the controllable factors have been maximised but these are not clearly presented and tend to be covered superficially with little analysis.</p> <p style="text-align: right;">(1-7)</p>	<p>Research has been undertaken using different sources, some of which were obtained independently. Some evidence of research is referenced.</p> <p>There is some analysis of a variety of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular so that factors identified are mainly current although some may be theoretical. There is also some analysis of how the controllable factors have been maximised by the destination to increase their popularity. The analysis is mainly clearly presented.</p> <p style="text-align: right;">(8-12)</p>	<p>Research has been undertaken using a range of different sources that have been obtained independently. Much of the evidence of research is referenced.</p> <p>There is analysis of a wide range of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular, with current and relevant factors identified and analysed. There is also clear and detailed analysis of how the destination has maximised the controllable factors to increase their popularity.</p> <p style="text-align: right;">(13-15)</p>	15
d (AO4)	<p>There is some assessment of the suitability of modes of transport to a European travel destination for a tourist as specified in a pen portrait, but evidence is mainly descriptive. Evidence is limited in terms of alternative modes of transport and factors considered. Access to destination might be straightforward and assessment refers to tourists' straightforward needs.</p> <p style="text-align: right;">(1-6)</p>	<p>There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to some of tourists' complex needs.</p> <p style="text-align: right;">(7-9)</p>	<p>There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to tourists' complex needs.</p> <p style="text-align: right;">(10-12)</p>	12
<b>Total marks</b>				<b>60</b>

(For description of AOs see page 155.)

## Assessment guidance

### Mark Band 1

Learners' evidence will tend to be limited in detail, with omissions, and be descriptive rather than analytical or showing detailed reasoning. Learners will need to be presented with pen portraits for tasks (b) and (d). The assessor should write the pen portraits. Examples of pen portraits will be provided in the *Teacher guidance* to be published separately. These can be the same for a cohort of learners or can be written to target a specific mark band. This would support learners to achieve at a level appropriate to their potential. If written to target specific mark bands, see comments below about content.

- (a) At this mark band, it might be that the learner has not provided maps for all types of destination given in the specification. Of those maps that are completed, one or two may be considered incomplete although most key destinations are shown for each type. Key destinations are those that are popular with UK tourists. There will be some evidence of discrimination in that the destinations are appropriate to the category and the learner hasn't simply shown every possible destination for that category. There may be some inaccuracies in locating destinations. Alternatively, it may be that all maps have been completed but there are some significant omissions, irrelevancies and/or inaccuracies. Maps will have little detail other than the location of destinations ie there are no other physical reference points shown. There are some gateways and road and rail routes shown on maps. These may be incorporated into the maps for each type of destination or shown separately. Gateways and road and rail routes may not always be clearly labelled and may focus on one type eg airports rather than including ferry ports.

Features of each type of destination tend to be descriptive rather than an explanation of how the features can be used to categorise destinations. There are likely to be omissions in types of destinations covered. There is no or little reference to difficulties in categorising destinations or understanding of overlap.

- (b) Learners will describe the features of a European destination. There will be some detail in the description either in terms of the range of features described or the depth given to the description of the features. It is likely that the learner has not clearly discriminated between those features that are key to the appeal of the destination and those features that exist there but don't contribute to appeal. Typically, they would have written about each type of feature given in the 'what you need to learn' or simply written a comprehensive description of the destination. Destination is relevant to the needs of the tourist but the relevance is not clearly shown by the learner. The learner will have either been given a pen portrait of a tourist that has straightforward needs or has failed to consider the complex needs that were in the pen portrait. A pen portrait that focuses on straightforward needs will have limited detail eg covers type, number, duration, general needs eg fun, relaxing.

- (c) Some research has been undertaken but this tends to be from one or two sources, perhaps only those directed by a tutor/assessor, and evidence is limited perhaps to a bibliography only.

The factors that have led to the popularity and appeal of a selected European destination are highlighted and mainly described with some basic analysis. It may be that some of the content may be dated so factors may no longer be relevant. This is likely to be because the learner has chosen a destination that is well established, such as Benidorm because information is easily available. There is some reference to how the destination has used factors to maximise appeal but this tends to be descriptive rather than analytical.

- (d) The learner has submitted details of transport modes available to a destination in Europe. Details tend to be descriptive and have little assessment of their suitability for the type of tourist. One or two factors are considered and these are more straightforward such as time or cost. The assessor will give the learner a pen portrait that will have details of the tourists' departure point and destination, as well as tourist needs and circumstances. This will be in the form of a pen portrait. The pen portrait targeting this mark band will have a destination that is easily accessible from the departure point specified eg London to Paris. The needs and circumstances of the tourist will be straightforward such as need to attend a meeting. If a pen portrait is used that has a destination that is not easily accessed, at this mark band, the learner is likely to have focused on one or two modes of transport only with limited consideration of alternatives. Where the needs of the tourist are complex, the learner is likely to have focused on their straightforward needs.

(See the section *Applying the mark bands* for further guidance.)

## Mark Band 2

Learners will tend to produce work that meets the requirements of the task with some detail and some clarity. They will show sound knowledge and understanding through the ability to apply some of that in vocational situations. They will show some ability to undertake research independently and use their findings to make some reasoned judgments. Learners will need to be presented with pen portraits for tasks (b) and (d). The assessor should write the pen portraits. Examples of pen portraits will be provided in the *Teacher guidance* to be published separately. These can be the same for a cohort of learners or can be written to target a specific mark band. This would support learners to achieve at a level appropriate to their potential. If written to target specific mark bands, see comments below about content.

(a) Maps will be provided for all types of destination given in the specification. There may be one or two with some omissions. Key destinations are shown for each type. Key destinations are those that are popular with UK tourists. The selected destinations show knowledge of key destinations in that the learner has clearly discriminated their choices of examples to include, as they are relevant to the category and only key destinations are included. Locations are accurate although there may be some minor inaccuracies, such as Nice is slightly further along the coast than it should be or Madrid is slightly further north than it should be. Most major gateways from UK to Europe are shown on maps. These may be incorporated into the maps for each type of destination and are clearly shown as gateways or are shown separately. If shown separately, there is some link to the categories they relate to; for example Paris wouldn't be shown as a gateway to a coastal area. Gateways for different modes of transport are included eg air rail, ferry. Major road and rail routes are located and labelled and are relevant to the category. Maps have some detail and include reference to some of the physical features relevant to the category.

There is at least an explanation, with some reasoning, for most types of destination of how features can be used to categorise a destination. There will be at least some reference to overlap of destinations and how this presents difficulties when attempting to categorise. This will be through examples or a basic explanation with some reasoning.

(b) Learners will describe the features of a European destination. There will be detail in the descriptions of the features in terms of the range of features and the depth of description. Features described show the learner understands those that are key to giving the destination appeal with the learner discriminating these from those that exist but do not contribute to appeal. Some features may be irrelevant but these are limited. The selected destination is appropriate. The learner has explained how the destination is suitable for the type of tourist as specified in the pen portrait, with some links evident between specific needs and specific features. The learner will have been given a pen portrait of a type of tourist that has some complex needs or has a range of complex needs and only some of these have been considered. The pen portrait will have some detail eg family with three children under five with one an infant who don't like long flights and father planning to run London marathon after return. The learner may have failed to refer to some of the detail in the pen portrait.

- (c) Some research has been undertaken using a range of sources such as websites, textbooks, brochures, guides, press. Some of these may have been directed by a tutor but there will be some that were used independently. A bibliography will detail the sources used and there will also be some referencing of sources within the content.

The learner has given an analysis of the factors that have led to the popularity and appeal of a selected European destination. There may be some descriptive elements in the content, but the work will be mainly analytical. There may be some omissions of relevant factors but key factors are covered. Some coverage may be theoretical rather than applied. The content will have some currency and relevance to today's tourism industry through the selection of a destination that has fairly recently gained popularity (within the last fifteen years). There is some analysis of how the destination has used controllable factors to maximise appeal and some of this analysis is clearly presented.

- (d) The learner has submitted details of different modes of transport between a departure point and a destination in Europe. There is an assessment made of the suitability of different modes of transport for a type of tourist as specified in a pen portrait. A number of factors are considered in the assessment made. The assessor will give the learner a pen portrait that will have details of the tourists' departure point and destination as well as their needs and circumstances. The pen portrait targeting this mark band will have a destination that has some difficulty in access either from any departure point or the departure point specified eg not accessible by direct flights. There will be some detail of the type of tourists needs and circumstances eg five young men travelling from Limoges, France and travelling with their own ski equipment to Courcheval. Alternatively, learners will have been given a more complex pen portrait but have failed to refer to all needs and circumstances or to consider a full range of alternatives. Destinations are not those used elsewhere in the unit.

(See the section *Applying the mark bands* for further guidance.)

### Mark Band 3

Learners will submit evidence that clearly meets the requirements of the task with detail and some clarity. They will show sound knowledge and understanding and apply this in vocational situations. They will undertake research using a range of sources that they have found and used independently. They will show how they can use their findings to meet complex customer needs, using reasoning throughout including making reasoned judgments. Learners will need to be presented with pen portraits for tasks (b) and (d). The assessor should write the pen portraits. Examples of pen portraits will be provided in the *Teacher guidance* to be published separately. These can be the same for a cohort of learners or can be written to target a specific mark band. This would support learners to achieve at a level appropriate to their potential. If written to target specific mark bands, see comments below about content:

(a) Maps are provided for all types of destination given in the specification. On all maps, key destinations are shown. Key destinations are those that are popular with UK tourists. The selected destinations show thorough knowledge of those destinations that are key as none are inappropriate for the category. Each map may also include the location of destinations whose popularity is developing and these are clearly differentiated from those that are well established. Locations are accurate although there may be one or two minor inaccuracies such as Nice is slightly further along the coast than it should be or Madrid is further north than it should be. These will be limited. All major gateways from UK to Europe are shown on maps as well as some less important, for example some regional airports that are growing in popularity. These may be incorporated into the maps for each type of destination but will be clearly differentiated from destinations or are shown separately but the link to the category shown. Gateways for different modes of transport are included eg air rail, ferry. Major road and rail routes are located and labelled and clearly relevant to the category. Maps have some detail with inclusion of appropriate physical features relevant to the category.

There is an explanation of how features can be used to categorise a destination. This will relate to all types of destination. The explanations will be detailed and have clear reasoning using specific examples to illustrate this. There will be an explanation of how categorising destinations presents difficulties with specific examples used to support the explanation. The explanation will show understanding of why there is overlap when categorising destinations.

(b) Learners will describe the features of a European destination. There will be detail in the descriptions of the features and the range of features described. Features described show the learner fully understands those that are key to giving the destination appeal to that type of tourist and will not include any that are irrelevant. The selected destination is appropriate. The learner will give a clear and thorough explanation of how the destination is suitable for the tourist with clear links between specific needs given in the pen portrait and specific features. The type of tourist detailed in the pen portrait will have complex needs that are all considered eg family with three children under 5 with one an infant who don't like long flights. They want short transfers from gateway. Mother has Australian passport. Father planning to run London marathon after return. Family keen on culture and want to experience traditional event or activity. Want to travel over Easter.

- (c) Research has been undertaken using a wide range of sources, such as websites, textbooks, brochures, destination promotional material, travel guides, destination media, national and trade press articles. These sources are mainly obtained independently without direction from a tutor. A bibliography will detail the sources used and the sources will also be evidenced through referencing throughout the content.

The learner has given a clear analysis of a wide range of factors that have led to the popularity and appeal of a selected European destination. Analysis is clear and applied to the destination. The content will have currency and relevance to today's tourism industry through the selection of a destination that has fairly recently gained popularity (within the last fifteen years). There is analysis of how the destination has used controllable factors to maximise appeal and increase popularity and the analysis is clearly presented.

- (d) The learner has made a clear and detailed assessment of the suitability of a comprehensive range of modes of transport between a departure point and destination in Europe. A range of factors are considered fully in the assessment. The assessments are made against the needs and circumstances of a type of tourist specified in a pen portrait. The pen portrait targeting this mark band will have a destination that has difficulty in access and the departure point will be from outside the UK and not directly accessible to the destination. There will be a detailed description of the needs and circumstances of the type of tourist eg an elderly couple wish to travel from Barcelona to Florence. One of the couple has mobility problems but does not use a wheelchair, although does need to move around regularly. Both enjoy seeing landscapes different to their own and like to take in the images of the local environment. On the trip they will be taking some equipment as they are planning to paint during their stay. They have no time restrictions and no budget restrictions. Both have a current driving licence and own a car. They also have railcards that allow reduced train fares. Neither speaks a language other than Spanish. Destinations are not those used elsewhere in the unit.

(See the section *Applying the mark bands* for further guidance.)

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## Delivering this unit

### Research

Learners may need to be introduced to resources that provide appropriate information to support completion of the unit. This may include atlases, timetables, travel guides, travel press, national media and the internet. Learners will need to know how to produce a bibliography and reference sources. The type of information they will access in these resources should also be discussed. This may be through a model presentation of findings on one or more destinations. Learners will need to develop research skills in order to complete the assessment requirements of the unit but in preparation they will need clear guidance in terms of the breadth and depth and usefulness of the information available. Research applies to all aspects of the unit. Learners can research the location of destinations, features of destinations, transport links and factors affecting popularity and appeal. The travel and tourism industry continually comments on the lack of knowledge of travel destinations amongst those seeking employment. Through this unit, there are opportunities to develop knowledge and understanding of a range of different types of destinations through learning activities. Popular and well-established destinations could be the focus of the learning activities so that those that have more recently been developed could be the focus of assessment. Learners could undertake research in small groups and feed back findings to the rest of the group. In this way, they group will gain an overview of a wide range of destinations. They could also develop effective oral and written communication skills through the feedback given. Feedback could be in the format of a welcome meeting or customer role play or exhibition display stand.

### Guest speakers

Guest speakers can be a great advantage and can give information not available from conventional sources based on personal experience. Unlike textbooks they can respond to questions, and questioning develops reasoning and communication skills. It also provides learners with the opportunity to review their own attitudes and values in terms of the appeal of different types of destinations and suitability of different modes of transport.

Use can be made of local travel agents who are constantly selling different destinations and are aware of a range of commercially available modes of transport. Overseas representatives may be available during winter months to give presentations on destinations where they worked and the type of tourist they dealt with. Transport operators may give details on different modes of transport and their suitability. Different types of potential tourists could also be invited to be mock customers where their needs are determined and used to develop pen portraits.

<b>Pen portraits</b>	In order to apply their knowledge and understanding of the appeal and popularity of European travel destinations, learners need to be familiar with the needs of different types of tourist. Throughout this unit, learners could be provided with or develop their own pen portraits of different types of tourists with increasingly complex needs. These could be presented in writing, perhaps as a request for information from a tourist board or transport operator or through role plays. Through questioning, learners can determine needs and feed back findings. This develops communication skills such as listening, speaking and writing as well as reasoning skills, and allows for different learning styles to be addressed. As learners can only access marks from the higher bands if they are responding to complex needs, the pen portraits should become increasingly complex.
<b>Outside visits</b>	<p>Within the UK, the most useful visit would be to a transport gateway or a transport operator where modes of transport could be observed in terms of products and services provided. Many learners may not have travelled on 'inter-city' train services or on a ferry for example.</p> <p>Overseas residential visits are able to give learners first-hand knowledge of individual European tourist destinations and are to be recommended if this is possible. Learners could undertake initial research to determine suitability of different destinations for this purpose and in planning activities to be undertaken during the visit.</p>

## Links

<b>Other units</b>	<p><i>Unit 1: The Travel and Tourism Industry</i> – this unit builds on the learners' understanding of the travel and tourism industry</p> <p><i>Unit 2: The Travel and Tourism Customer</i> – where learners learn about customers and their needs</p> <p><i>Unit 4: Destination Britain</i> – where similar types of resources will be accessed to obtain information</p> <p><i>Unit 5: Travelling Safely</i> – where a consideration of the safety and security of different transport methods will be considered</p> <p><i>Unit 6: Resort Operations</i> – where learners will develop materials for a welcome meeting based on a destination which may be in Europe.</p>
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<b>Industry</b>	<p>The use of external speakers and the provision of material from the travel and tourism industry would provide a great deal of valuable information.</p> <p>An overseas residential visit would provide the opportunity to experience a destination and its transport links.</p>
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<b>National Occupational Standards (NOS)</b>	<p>This unit can provide links to the following units from the Travel and Tourism Services NVQs:</p> <p>T1     Sell travel services</p> <p>T14    Identify and provide tourism related information and advice</p> <p>T15    Collect and maintain tourism information and data</p> <p>T16    Analyse and present tourism data</p> <p>T33    Deliver and evaluate interpretative commentaries.</p>
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## Resources

### Books

Cambridge Training and Development Ltd – *Advanced Travel and Tourism* (Oxford University Press, 2000) ISBN 0198328273

Dale G and Oliver H – *Travel and Tourism for Advanced GNVQ* (Hodder Arnold H&S, 2000) ISBN 0340781998

Holloway J C – *Business of Tourism, Fifth Edition* (Longman, 1998) ISBN 0582328810

Outhart T – *Travel and Tourism for Vocational A-level Teacher Support Pack* (Collins Educational, 2001) ISBN 0007113854

Page S J – *Transport for Tourism* (International Thomson Business Press, 1994) ISBN 0415102383

Youell R – *Vocational A-level Travel and Tourism* (Longman, 2000) ISBN 0582404452

### Websites

British Airways	<a href="http://www.britishairways.com">www.britishairways.com</a>
Eurostar	<a href="http://www.eurostar.com">www.eurostar.com</a>
Expedia	<a href="http://www.expedia.co.uk">www.expedia.co.uk</a>
First Choice	<a href="http://www.firstchoice.co.uk">www.firstchoice.co.uk</a>
Geoprojects	<a href="http://www.geoprojects.co.uk">www.geoprojects.co.uk</a>
Holiday Travel Watch	<a href="http://www.holidaytravelwatch.org">www.holidaytravelwatch.org</a>
Lonely Planet	<a href="http://www.lonelyplanet.com">www.lonelyplanet.com</a>
MyTravel	<a href="http://www.mytravel.co.uk">www.mytravel.co.uk</a>
National Express	<a href="http://www.nationalexpress.com">www.nationalexpress.com</a>
P&O Ferries	<a href="http://www.poferries.com">www.poferries.com</a>
Rough Guide	<a href="http://www.roughguides.com">www.roughguides.com</a>
Thomas Cook	<a href="http://www.thomascook.co.uk">www.thomascook.co.uk</a>
Thomson Holidays	<a href="http://www.thomson.co.uk">www.thomson.co.uk</a>
Tourism Concern	<a href="http://www.tourismconcern.org.uk">www.tourismconcern.org.uk</a>
Travel Weekly	<a href="http://www.travelweekly.co.uk">www.travelweekly.co.uk</a>
World Travel Guide	<a href="http://www.wtg-online.com">www.wtg-online.com</a>

### Multi-media

*Travel Geography* CD-Rom – The Travel Training Company, 2000

## Other materials

Coach and rail timetables

*Lonely Planet* guides

*OAG Cruise and Ferry Guide*

*OAG Guide to International Travel*

*Rough Guides*

Transport promotional material

Travel channels on television

Travel sections in daily and Sunday newspapers

*Travel Trade Gazette*

*Travel Weekly*

*World Travel Guide* – Columbus Press

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## Assessment guidance

### Definition of Europe

For the purposes of assessment in the Edexcel GCE in Travel and Tourism *Unit 3: Destination Europe*, it is essential that learners select destinations from the following geographical area only: Europe is defined as all countries within continental Europe (west of the Urals) including Iceland, Cyprus, Madeira, the Canary Islands and the Azores. For the purpose of the assessment of this unit, Europe does not include the United Kingdom (including the Channel Islands and the Isle of Man) or the Republic of Ireland, as these are covered in *Unit 4: Destination Britain*.

### Definition of a destination

A list of destination categories is provided in the specifications. Learners should be careful when selecting destinations as they **cannot** be whole countries (eg Spain) nor can they simply be a tourist attraction (eg Port Aventura).

### Definitions of tourist destinations

**Coastal areas:** A coastal area destination could be an expanse of coastline that is specifically defined as one area (eg Costa Blanca or the Venetian Riviera) but not a more general description such as 'South of France'. It could also be a specific coastal resort (eg Benidorm or Taormina). Islands that are destinations popular specifically for their coastlines are also acceptable (eg Tenerife, Corfu). However, groups of islands are **not** considered as destinations for this unit (eg the Canaries, the Greek Islands).

**Tourist towns and cities:** An acceptable destination to use in this category is a specific town or city which is known as a tourist destination. This includes capital cities (such as Paris, Rome or Tallin) and others such as Venice, Oporto, Nice, Barcelona, or Milan.

**Business and conference destinations:** These are defined as towns or cities with facilities to cope with business tourists, such as large conference and/or exhibition centres, a range of business tourist facilities (a large number of 4\* and 5\* hotels, good transport links, etc) and usually close proximity to an international airport. Some may lack large conference and exhibition centres but be a significant commercial centre and therefore still attract significant numbers of business travellers. Examples include Berlin, Barcelona and The Hague.

**Countryside areas:** These are rural areas away from town and cities and not necessarily specific named resorts. They are areas that incorporate a number of features, such as mountains, lakes, forests, hills etc. Examples would be the Black Forest, Provence, Tuscany. Whole mountain ranges (eg the Alps) would **not** be considered a countryside area; however, a specific countryside area within a mountain range would be acceptable (eg Bernese Oberland).

**Heritage and cultural destinations:** These are specific towns, cities, villages and resorts that are known for having maintained the history and heritage of the destination and/or the culture of the region or country. Examples include many cultural capital cities such as Paris, Vienna, Budapest or Rome and smaller destinations such as Seville, Reims, Bruges or Carcassone. They could also be destinations linked to UNESCO cultural heritage sites eg Dubrovnik or Warsaw.

**Purpose built:** These are destinations developed specifically for tourists which provide all the facilities needed in one place. Theme parks are not generally acceptable, although this category may include theme park resorts such as Disneyland Paris or large holiday centres such as Center Parcs. It may also include some whole resorts in their own right, such as La Manga.



# Assessment criteria A





# Assignment 1: Introduction

This is the first of four assignments for this unit. Each assignment will be presented to you in this format. This is an individual assignment.

## Scenario

You work as a Travel Consultant with Crane Travel. During June and July, the agency is having a promotional campaign. The aim is that each week, they will focus on different types of destinations: coastal areas, tourist towns and cities, business and conference destinations, countryside areas, heritage and cultural destinations and purpose built. The window display will feature details of holidays to that type of destination and special offers. There will also be a map highlighting the destinations available. To assist the travel consultants in selling the featured type of destination, they will have a sheet highlighting the key physical features.

## Tasks

1 Produce a map for each type of destination featured in the promotional campaign above. This means you should have a separate map for:

- coastal areas
- tourist towns and cities
- business and conference destinations
- countryside areas
- heritage and cultural destinations
- purpose built.

Each map should show the location of the appropriate European travel destinations ie on the coastal areas map you show the main coastal areas in Europe.

Each map should also highlight the main road and rail routes and gateways from the UK to the destinations on the maps.

They should also include details of relevant physical features and any other detail that may be appropriate.

2 Produce an explanation of the main types of the features that would be found in each type of destination and how they differentiate them. You should also explain why it is difficult to categorise destinations and where there is overlap. Give examples to support your explanation.

## Assessment evidence

- Six maps.
- A written explanation of the main features for each type of destination.
- A written explanation of why it is difficult to categorise destinations.

Task 1 must be submitted as maps. If you prefer to submit evidence for Task 2 in a different format you should discuss this with your tutor.

## Assessment

On completion of this task, you will be awarded a number of marks. These will contribute towards the marks for this unit. The quality of your work will determine the marks awarded. Your work will be assessed against the following criteria:

### *1–9 marks*

Maps are produced for each type of destination that show the location of appropriate European travel destinations. Some gateways and rail and road routes to destinations are also shown on maps. Maps will have little detail apart from the destinations and may have some omissions or minor errors in location.

Explanation of features that differentiate types of destination is limited, and mainly descriptive

### *10–14 marks*

Maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations. All main gateways from UK shown for different modes of transport. Major road and rail routes within Europe are also shown. Maps have some detail with few omissions. Locations may have some minor inaccuracies.

Explanation of features relates to all types of destination and has some detail. There is an explanation of how these are used to categorise destinations. There is also an explanation of the difficulties of categorising destinations.

### *15–18 marks*

Detailed maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations and some additional destinations where popularity is emerging. All main and some less important gateways from the UK are shown. Major road and rail routes within Europe are located. Maps have no significant omissions and all locations are accurate.

Explanation of features is clear and detailed and relates to all types of destination. There is a clear and detailed explanation of how these features are used to categorise destinations with specific examples. There is also a clear and detailed explanation of the difficulties of categorising destinations using specific examples to illustrate this.

## Submission

Your evidence must be submitted by xx/xx/xxxx. Note requirements in your course handbook related to late submission.

# **A level Travel and Tourism**

## **Unit 3 Destination Europe**

### **Assignment 1**

**Student XXX**

# EUROPE

Geography  
Activity  
Book

JOURNEY TIME FROM  
LONDON HEATHROW  
BY FLIGHT:-

- GAZDARA - LESS THAN 2 HOURS
- NICE - LESS THAN 2 HOURS
- TURIN - 2-1/2 HOURS
- SALZBURG - 2-5 HOURS
- AMSTERDAM - LESS THAN 1 HOUR
- ELIMBURGAH - LESS THAN 1 HOUR
- STASBOM - LESS THAN 1 HOUR

## SKI RESORTS

- 1 COUGHEVEL
- 2 VAL D'ISERE
- 3 SAUZÉ D'OULX
- 4 ST MORITZ
- 5 GARMONIX
- 6 ZILL AM ZILLER
- 7 KITZBUHEL
- 8 ZILL AM SEE
- 9 AVIGNONE

## OUTDOOR ACTIVITY CENTRES

- 1 Knicker Water, England  
(watersport area)
- 2 The Lakes, England  
(water-sport, climbing and walking facilities)
- 3 Pevonia, France  
(walking area)
- 4 Stalbein, Spain  
(walking area)
- 5 Asturias and Cantabria, Spain  
(walking area)
- 6 Dalaman River, Turkey  
(water-sports walking facilities)

## PORTS

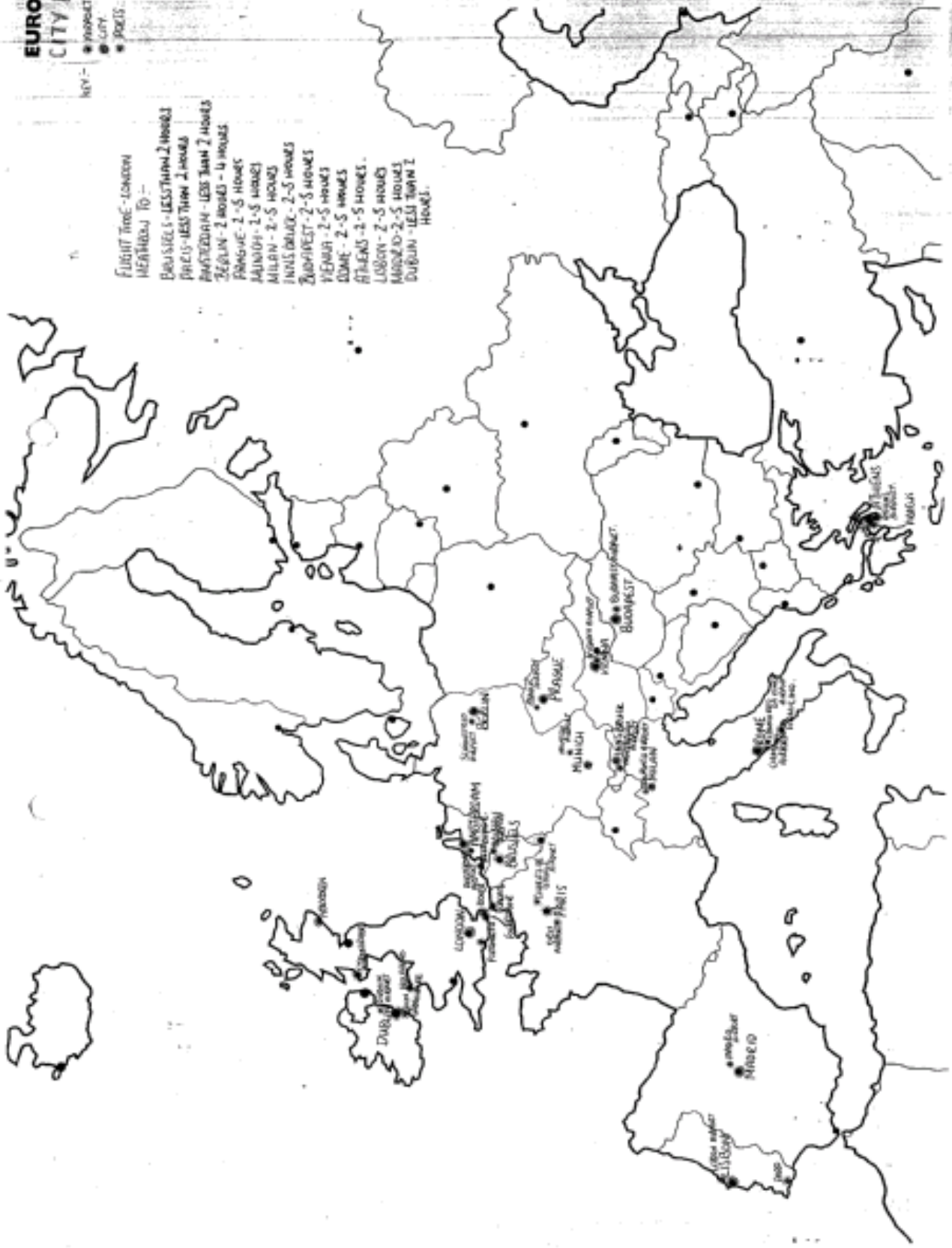
- 1 NICE
- 2 GENOA
- 3 AMSTERDAM
- 4 DUNKERQUE
- 5 LISBON



**EUROPE  
CITY BREAKS**

- AIRPORT
- CITY
- PACES

- FLIGHT TIME - LONDON  
HEATHROW TO:-
- BRUSSELS - LESS THAN 2 HOURS
  - PARIS - LESS THAN 2 HOURS
  - AMSTERDAM - LESS THAN 2 HOURS
  - ZURICH - 2 HOURS - 4 HOURS
  - PRAGUE - 2-5 HOURS
  - MUNICH - 2-5 HOURS
  - MILAN - 2-5 HOURS
  - FINNEN BRUCK - 2-5 HOURS
  - ZURICH - 2-5 HOURS
  - VIENNA - 2-5 HOURS
  - ROME - 2-5 HOURS
  - ATHENS - 4-5 HOURS
  - LISBON - 2-5 HOURS
  - MADRID - 2-5 HOURS
  - DUBLIN - LESS THAN 2 HOURS



# EUROPE PURPOSE BUILT RESORTS

• PURPOSE BUILT RESORT

• AIRPORT

• PORT

## PURPOSE BUILT RESORTS

### ALPS

1. Cortina d'Ampezzo
2. Garmisch-Partenkirchen
3. Innsbruck

### ALPINE PURPOSE BUILT RESORTS

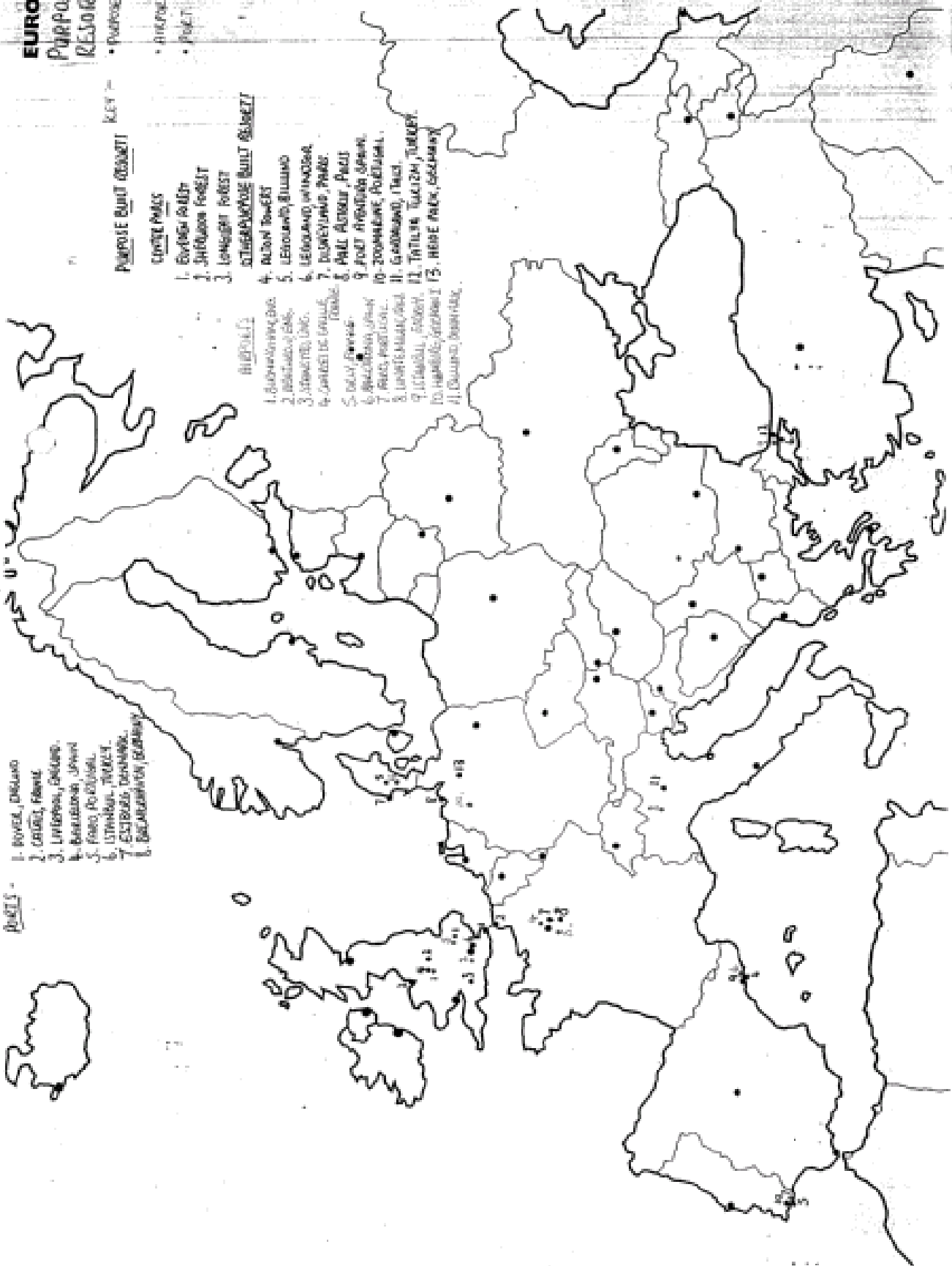
4. Nival Forest
5. Lennox, Glasgow
6. Leikniskopur, Iceland
7. Isère, France
8. Puy de Faur, France
9. Port of Spain, Spain
10. Zermatt, Switzerland
11. Gröden, Italy
12. Tignes, France, Italy
13. Verbena, Switzerland

### IRELAND

1. Ashford Castle
2. Ballyvaughan Club
3. Antrim, UK
4. Castle of Inishowen
5. Old Quay
6. Ballyvaughan Club
7. Port of Spain
8. Leikniskopur, Iceland
9. Cortina, Italy
10. Verbena, Switzerland
11. Garmisch, Germany

1. Bovey, England
2. Cortina, France
3. Leikniskopur, Iceland
4. Ballyvaughan, Ireland
5. Bovey, England
6. Uthmaniyah, Jordan
7. Eskdale, Denmark
8. Ballyvaughan, Ireland

## PORTS



# EUROPE

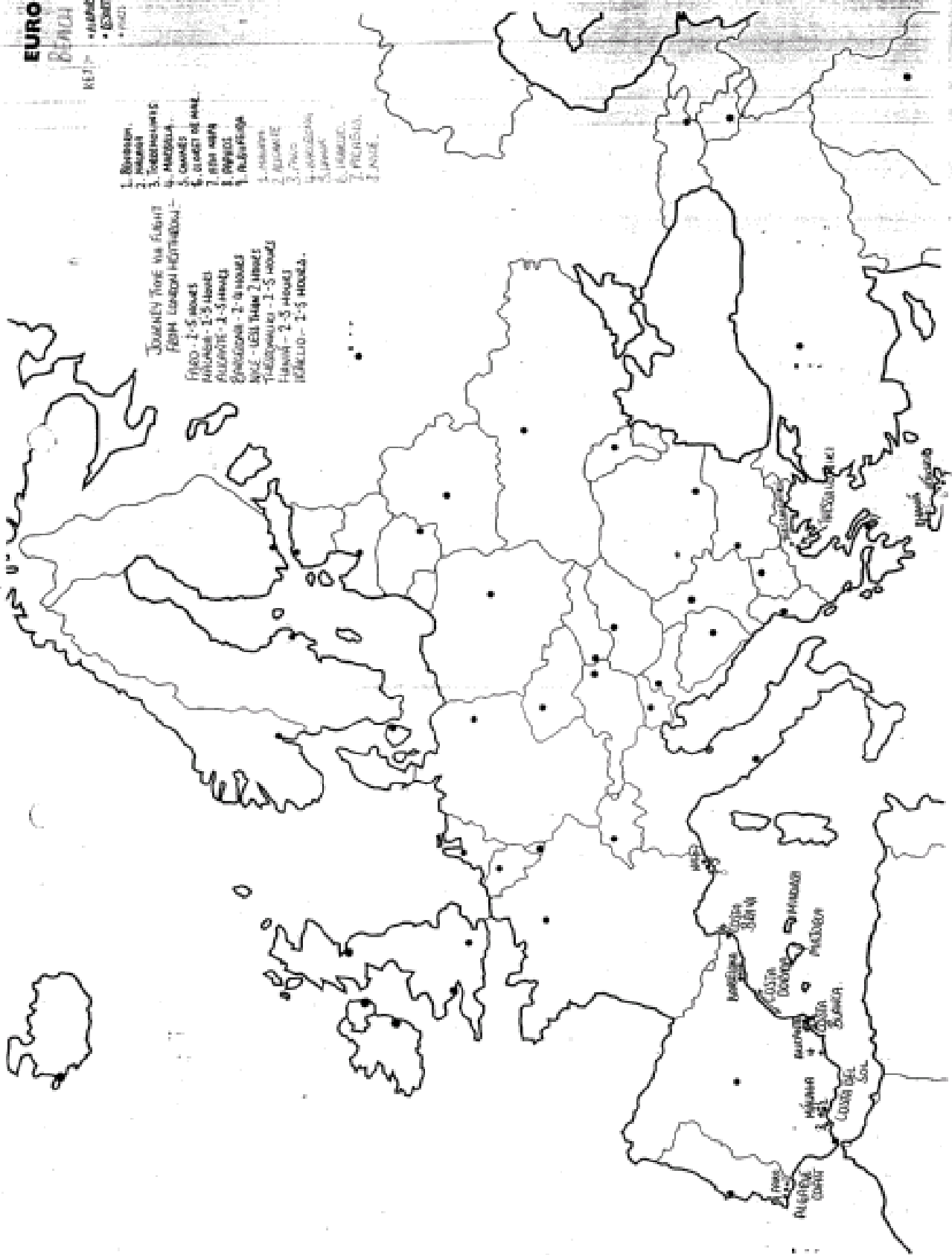
## BENCH RESORTS

- BEACHES
- RESORTS
- FACILITIES

1. BREVINUM
2. BREVINUM
3. BREVINUM
4. BREVINUM
5. BREVINUM
6. BREVINUM
7. BREVINUM
8. BREVINUM
9. BREVINUM
10. BREVINUM
11. BREVINUM
12. BREVINUM
13. BREVINUM
14. BREVINUM
15. BREVINUM
16. BREVINUM
17. BREVINUM
18. BREVINUM
19. BREVINUM
20. BREVINUM

### JOURNEY TIME VIA FLIGHT FROM LONDON

- FRANCE - 1-2 hours
- IRELAND - 1-2 hours
- NETHERLANDS - 1-2 hours
- PORTUGAL - 2-3 hours
- SPAIN - 2-3 hours
- SWITZERLAND - 1-2 hours
- ITALY - 2-3 hours
- GREECE - 2-3 hours
- NETHERLANDS - 1-2 hours
- IRELAND - 1-2 hours



## **Features of Destinations**

### **Coastal Areas**

These are destinations on the coast. They might be specific resorts like Benidorm or areas like Costa Brava. Coastal areas are by the sea. The most popular sea is the Mediterranean but there is also the Aegean. There are other seas like the Baltic but the climate there is not as good so it is not as popular. Coastal areas have natural attractions like sandy beaches and cliffs. They don't really have built attractions.

### **Tourist Towns and Cities**

These are urban areas. This means they are built up with lots of buildings including offices and factories and lots of houses. In towns and cities you can also find conference facilities for business people and they also have museums and art galleries which people like to visit. Towns and cities also have lots of accommodation. This can be bed and breakfast and 5\* hotels. Although there are lots of buildings many towns and cities have parks and some of these are popular for events like the Hoppings in Newcastle. Towns and cities also have cathedrals like in Paris where there is the Sacre Coeur and the Notre Dame.

### **Business and Conference Destinations**

These are usually in towns and cities as above. The most popular are capital cities like Paris, Amsterdam, Madrid and Rome. This is where lots of meetings are held because there are lots of businesses there. They have the same facilities as towns and cities.

### **Countryside Areas**

These are rural areas. They have lots of greenery and fresh air. They can be lakes and mountains and are usually hilly which is why people like them because it is nice to look at. In countryside areas you can do things you can't do anywhere else. Like pony trekking and skiing. The Alps are popular countryside areas. The Provence in France and Tuscany in Italy are popular countryside areas. They do have accommodation but people go there for the views.

### **Heritage and Cultural Destinations**

These are places with a lot of history. They will have museums and birthplaces of famous people. Amsterdam is cultural because they had lots of painters and there are museums. Culture could even be places for theatres and shows so Moulin Rouge in Paris is cultural. Hotels might be using old buildings to make you feel like history.

### **Purpose Built**

Most popular destinations started out as places like fishing villages but some have been developed from nothing. These are purpose built. They are built for tourists. They can be places like Center Parcs and Butlins. Center Parcs are all over Europe but Butlins is just in the UK. Disneyland Paris is also a purpose built resort. Purpose built resorts have everything you need all in one place. There are lots of built attractions more than natural attractions although some are on a beach. There is lots of entertainment but you don't get a lot of choice of accommodation as it is usually self catering. You do get different types of food as there are usually different sorts of restaurants. Some resorts are built for tourists but are more like a town. Mojacar in Spain and La Manga are like that. La Manga is really popular with sports and because it is warmer there it is very popular.



## Why it is difficult to categorise destinations

There are six types of destination. They are countryside areas, heritage and cultural, coastal areas, towns and cities, purpose built and business and conference. In some ways it is easy to put a place into a category. Disneyland Paris is purpose built because it is not by the coast or in the countryside and not a town or city but it is near Paris which is a city and most cities are popular with business people so it is hard to say that towns and cities aren't business and conference because most towns and cities are business and conference as well. An example is Barcelona. Barcelona is near the Mediterranean sea so it could be coastal but it is a town as it is the main town in catalan in Spain. It is also cultural and heritage because there is a lot of history there because of the civil war in Spain in the 1970s with Franco and there is a famous football stadium and the Olympics was there which is cultural so just by looking at Barcelona it comes into different categories.

## Assessment feedback

Student name: XXXXXXXXX

<p>a six maps, one for each type of destination. Each map should locate the appropriate European travel destinations popular with UK tourists and highlight the relevant gateways and road and rail routes for these destinations from the UK and for each of the six types of destination, an explanation of the features that differentiate them and the difficulties in categorising some destinations, giving examples.</p>						
<p>Maps are produced for each type of destination that show the location of appropriate European travel destinations. Some gateways and rail and road routes to destinations are also shown on maps. Maps will have little detail apart from the destinations and may have some omissions or minor errors in location.</p> <p>Explanation of features that differentiate types of destination is limited, and mainly descriptive.</p>	(1–9)	<p>Maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations. All main gateways from UK shown for different modes of transport. Major road and rail routes within Europe are also shown. Maps have some detail with few omissions. Locations may have some minor inaccuracies.</p> <p>Explanation of features relates to all types of destination and has some detail. There is an explanation of how these are used to categorise destinations. There is also an explanation of the difficulties of categorising destinations.</p>	(10–14)	<p>Detailed maps are produced for each type of destination showing the accurate location of appropriate key European travel destinations and some additional destinations where popularity is emerging. All main and some less important gateways from the UK are shown. Major road and rail routes within Europe are located. Maps have no significant omissions and all locations are accurate.</p> <p>Explanation of features is clear and detailed and relates to all types of destination. There is a clear and detailed explanation of how these features are used to categorise destinations with specific examples. There is also a clear and detailed explanation of the difficulties of categorising destinations using specific examples to illustrate this.</p>	(15–18)	5

<p><b>Maps</b></p> <p>Types of destination</p> <p>Locations</p> <p>Gateways</p> <p>Road and rail routes</p> <p>Detail</p> <p>Omissions and errors</p>	<p>You have submitted maps for four types of destinations. You have no maps for business and conference and for heritage and cultural. The maps submitted include a range of key destinations that are appropriate to the type of destination and are mainly located accurately. There are some key omissions, notably countryside areas only seem to feature ski destinations. All maps give a sense of the overall location in Europe. UK destinations are also included. On maps are a range of gateways: airports and seaports but they are not shown on each map in relation to each type of destination. There are no road and rail routes shown. Maps are not very detailed and simply show location rather than physical features. You should submit additional maps for the two other types of destination. On the maps you have presented, you should give details of road and rail routes and add more detail in terms of physical features.</p>
<p><b>Explanation of features</b></p> <p>Types of destination</p> <p>Explanation</p> <p>Difficulties of categorisation</p> <p>Examples</p>	<p>You have given an overview of each of the six types of destination. This is descriptive and shows no reasoning or explanation. Each makes reference to some features but is not detailed. You have given some examples in some of the types of destination. Some are UK based. There is not a range given and there is an emphasis on France rather than across Europe. Your examples are appropriate to the type of destination and do support your descriptions of features. You have not attempted to explain the difficulties of categorising destinations.</p> <p>This has now been attempted. It lacks clarity and detail although you have used some examples to illustrate the difficulties.</p>
<p><b>Summary</b></p> <p>You have not submitted maps for all types of destinations. Of those that are submitted they are limited in terms of detail and have a number of key omissions as outlined above. Your explanation of categories is mainly descriptive. They are not detailed although there are some examples given in relation to the features described. You have not submitted and explanation of the difficulties in categorisation.</p> <p>You have now submitted an explanation of the difficulties of categorisation but have not submitted more maps or enhanced maps.</p> <p>Mark band 1 is best fit. There are significant weaknesses, as you have not submitted all maps. The maps submitted do show mainly appropriate destinations although there are some significant omissions. The maps do not include reference to road and rail routes. These are significant weaknesses. Your explanation of categories is descriptive. Each type of destination is included and differences can be seen through descriptions. There are examples used to illustrate your descriptions. These are strengths. They counter the weaknesses in the maps so you have been given half the marks from that mark band.</p>	

**Assessor:** xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx

**Student:** xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx



## Assessment criteria B



## Assignment 2: Introduction

This is the second of the four assignments for this unit. This is an individual assignment. In this assignment you have to recommend a destination that meets a customer's needs. You have a choice of scenario for this assignment. The scenario you choose can affect the mark you are able to achieve. Details will be given against each scenario if it limits your potential mark. If you are unsure what this means, you should discuss this with your tutor.

### Scenario

You work as a Travel Consultant with Crane Travel dealing with a number of customer enquiries. Many customers come into your agency with vague ideas of where they want to go for a holiday and ask for your advice. Some of the requests for advice come through telephone calls or face to face meetings. Some are received in an email. For this assignment you can choose to deal with the customer enquiry face to face or by email. You can also choose to be given either a straightforward or complex enquiry. If you choose the straightforward enquiry, your marks will be limited to mark band 1. If you choose a complex enquiry you could gain the full range of marks, depending on how well you meet the customer's needs.

### Tasks

- 1 Select the approach you want to take for this assignment: face to face or email. Select either a straightforward or complex enquiry. Notify your tutor.
- 2 Recommend a European destination that meets the needs of a tourist whose needs and circumstances are given in a pen portrait. With your recommendation:
  - describe the main features that give the recommended destination appeal and
  - explain how it meets the needs of the tourist specified.
- 3 Keep a record of the research you undertake to complete this assignment.

### Assessment evidence

If dealing with email enquiry:

- written description and explanation of recommended destination.

If dealing with face to face or telephone enquiry:

- notes used to deal with customer
- a completed assessment checklist.

There should also be evidence of the research you have used. This should be at least a bibliography but could include referencing your findings.

### Assessment

On completion of this task, you will be awarded a number of marks. These will contribute towards the marks for this unit. The quality of your work will determine the marks awarded. Your work will be assessed against the following criteria:

*1–7 marks*

The features of a destination are described with some detail. There may be little discrimination between features that exist and those that give it appeal. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait is limited and mainly descriptive. The explanation refers to tourists' straightforward needs.

*8–12 marks*

The key features of that give a destination appeal are described in detail. There may be some minor irrelevancies. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait are given. There are some clear links between features available in the destination and the needs of the tourist. The explanation refers to some of the tourists' complex needs.

*13–18 marks*

The key features that give a destination appeal are described in detail with no irrelevancies. A thorough explanation of how a destination clearly meets the needs the tourist as specified in the pen portrait is given with clear links between the features available in the destination and all the complex needs of the tourist.

## **Submission**

Your evidence must be submitted by xx/xx/xxxx. Note requirements in your course handbook related to late submission.



## Scenario

### **Customers' complex needs: face-to-face**

You should make your recommendations directly to the customer in a face to face situation. The following summarises the needs:

A family is looking for a package holiday this summer. The family consists of two adults and two children. The children are two boys aged 6 and 8. All of the family are interested in history and are keen walkers. The adults are keen to visit somewhere that they can experience local culture. They do not want to hire a car so are looking for somewhere with good public transport or where there are lots of trips. One of the adults is keen to experience water sports. They will be staying for two weeks and would like to spend some time relaxing on a beach as well as some time exploring. They would like self-catering accommodation as they like to eat out trying local delicacies.



# **A level Travel and Tourism**

## **Unit 3 Destination Europe**

### **Assignment 2**

**Student XXX**

## Assessment checklist

Student name: xxxxxxxx

### Candidate performance

Needs	Comments
History	Minoans, Palace of Knossos Described but didn't focus on historical nature of island
Walking	Samarian Gorge, White Mountains, Amari Valley, coastline generally Lots of emphasis on landscape that supports walking and appropriate for families with young children not just those that are fit.
Culture	Museums, churches, food, cemeteries, El Greco, events (Spring Bank half term dancing festival). Reference to lots of events not ideal for families eg Cretan Wine Festival. Avoid Malia and Hersonissos as not cultural - aimed at young groups. Explained in clear detail not only what was suitable but what wasn't suitable.
Transport	Good public transport. Boat trips. Excursions. Mainly described.
Water sports	Little reference made other than available.
Beaches	Island. Caves Emphasised children would like caves.
Self catering	Range of accommodation including self catering available. No details.
Relaxing	Need to choose resort carefully as many are aimed at young.
Food	Given in culture. Also international chains so suitable for family.
<i>Other identified by candidate</i>	
Climate	Recommended early summer as gets hot and children might be uncomfortable. Cool breezes on coast.
Transfers	Long flight so recommended a resort with short transfer time but away from rowdy areas like Malia because of children.

Assessor: xxxxxxxx

Signed:

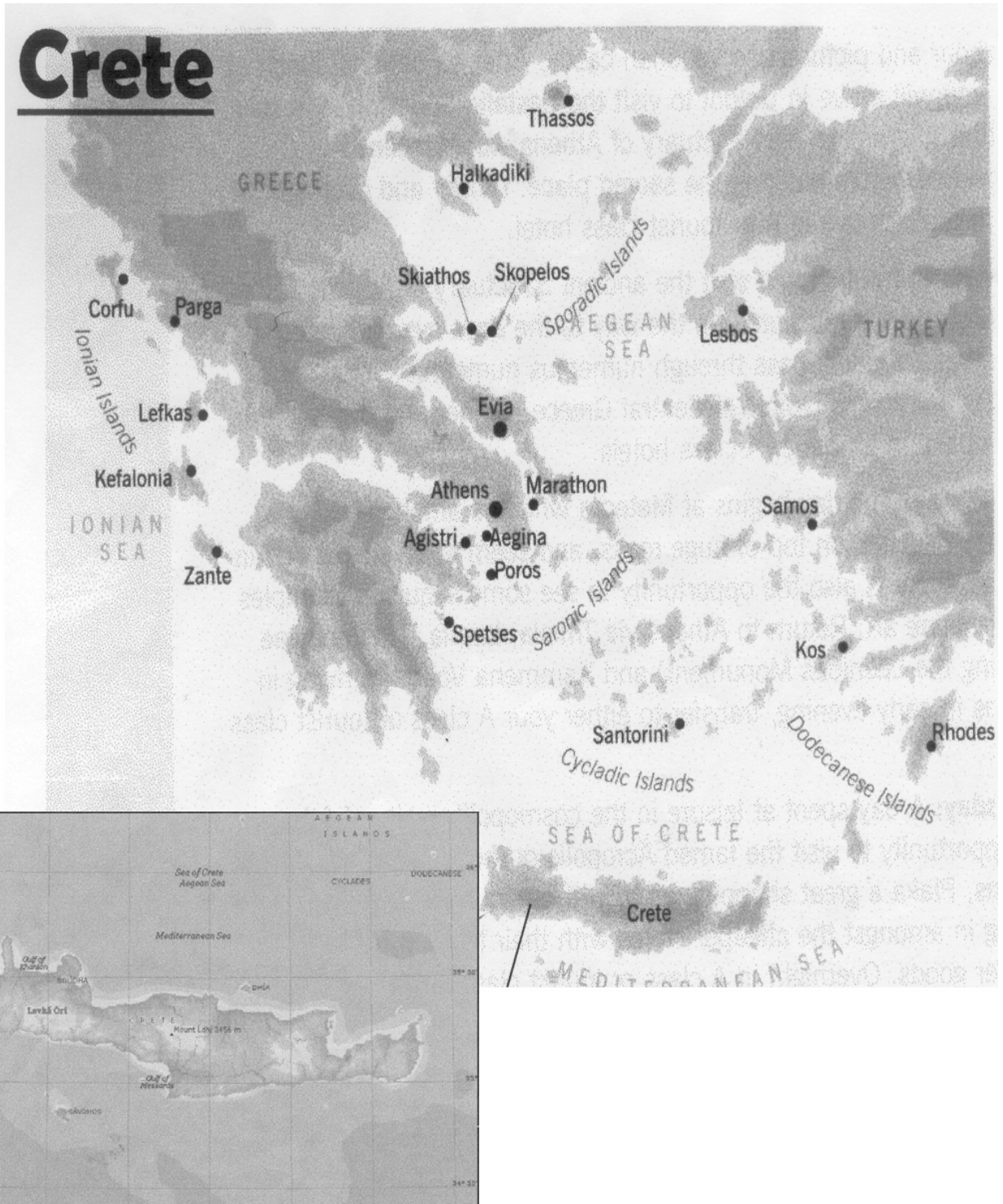
Date: xx/xx/xx

Caandidate: xxxxxxxx

Signed:

Date: xx/xx/xx

# Crete



The Island of Crete is an island within Greece, covering 160 miles in length. Crete is located in the south of the Balkan Peninsula, in the Aegean Sea, off the coast of Turkey. The Mediterranean is to the south and the Ionian to the west.

Crete is an island of mostly high mountains, the highest peak being Ida peak (8,058 feet) which gives Crete its beauty. There are also many caves that cover most of Crete's coast, creating many harbours, most well known is the Gulf of Soudha. The island is also covered by a number of natural springs and rivers, adding to the beauty of Crete.

## **Number of visitors from the UK**

Crete is the largest of the Greek islands and attracts a large number of British tourists, at last count during 1999, Crete received a total of 371,000 British tourists. Compared with Rhodes, who attracted 324,000 British tourists, we see that Crete is a much more popular destination, receiving an extra 47,000 British visitors than Rhodes alone. Where as compared with Corfu, which is a great deal smaller than the island of Crete. Corfu receives more UK tourists, a total of 433,000 during 1999, mainly due to the fact that Corfu has a shorter travelling distance from the UK and more frequent transport.

## **Number of major transport principals**

UK tourists can reach the destination of Crete by two of the five transport principals. Either by Airlines or by Cruise Companies.

There are two international Airports in Crete, one at Heraklion, the capital of Crete, and the other at Chania in North West Crete. Travelling from the UK to Crete, there are only Charter flights available, which are all directed into Heraklion Airport. With a grand total of 12 flights a week, using the airlines Air 2000 and JMC:

- Air 2000 flies from Manchester Airport twice a week.
- Air 2000 flies from Gatwick Airport (London) 5 times a week.
- Air 2000 flies from Bristol Airport once a week
- Air 2000 flies from Birmingham once a week.
- Air 2000 flies from Glasgow once a week.
- JMC flies from Stansted Airport (London) once a week.
- JMC flies from Newcastle once a week.

There are many ports within Crete, there is the large major ports at Heraklion, Chania, Rethymnon, Ierapetra, Sitia and also the port Aghios Nikolaos, which is used to a lesser degree. There is only the one cruise available from the UK to Crete, travelling on Tuesday the 20th November 2001, arriving at Aghios Nikolaos (Crete) at 8 am and departing for the UK at 6 pm the same day.

You can fly to Crete from nearly every airport within the UK and there is a cross sea choice for those who don't like flying. In other words Crete is quite easily reachable and this is why Crete is quite a popular choice for UK residents travelling abroad.

## **Cost, Journey time, Convenience and services**

When travelling to Crete from the UK, the most common method of transport is Charter flights. This is due to the fact that it is the quickest method of transport available to Crete, from the UK. Flying from London, Gatwick Airport to Crete, Heraklion the journey

time is 4 hours and involves a cost of £ 160 per person, with Air 2000 and £219 per person with Cosmos flying on direct flights in economy class, with a two-week stay.

The type of visitors that this method of transport is convenient for are: families with children of all ages; singles; students; young couples; and groups of young people. Flying to Crete is convenient to all these different customers, because Crete is a short-haul destination, which is ideal for young children and groups, who get fed up when travelling. For families, Crete is convenient not just because of the journey time, but also the cost of travelling. Travelling to Crete is very cheap and when it comes to families the cheaper the better, because they don't tend to have a great deal of disposable income, due to the demands of their children. Similarly, a student will also want to travel as cheaply as possible. Although a student will always want to stay for a month or sometimes even longer and with the cost of travelling so low, Crete is convenient for them. This is the same with: groups, who tend to travel together to keep the cost down; singles; and young couples.

In conclusion, Crete is a short-haul destination convenient for those who want to travel cheaply and be able to stay for long periods of time.

### **Characteristics of a destination**

Crete has a warm Mediterranean climate, making the island warm and sunny most of the year, with the rainy season occurring November through to March. Even though it is there rainy season, Crete does not receive more rain than the UK and is warmer, which attracts those UK residents who wish to escape the UK winter for a milder winter in Crete. This is often the case with the other generation, who tend to go away from 3 months or so at Christmas time.

Crete's summer temperatures rise to around 25 degree Celsius, which compared with the UK, which doesn't receive a higher temperature than 16 degree Celsius; there is a strong reason why UK residents might consider travelling to Crete, in the summer. In winter the lowest temperature that Crete has received is 9 degree Celsius, which compared to Britain's winter temperature of 4 degree Celsius, it makes Crete a popular destination for UK residents, who wish to travel abroad for a milder winter. This is often the case with the other generation, who tend to go away from 3 months or so at Christmas time.

Crete receives less rainfall than here in the UK and has higher temperatures, which as well as attracting UK residents in particular, also reduces humidity.

Another great appeal of Crete's climate is the fact that in the summer time, cooling breezes from the coast often relieves dry hot days. Cooler temperatures can also be found around the mountainous areas, which are great for those tourists who are unable to stand high temperatures for any length of time.

As well the appealing climate of Crete, which is vital for such a destination as Crete, because it is a summer sun holiday destination. There has to be something that they can do as well, so attractions offered by a destination are another reason why visitors travel

there. The types of attractions available to visitors can be split into two categories: there are the natural attractions; and there are the man-built attractions.

## Natural Attractions

Crete has a wide range of natural attractions, including: many mountains; a series of flat upland basins; beaches; a large number of caves; several rivers; and numerous natural springs. Crete is very well known for its beauty and even though it is a small country Crete has a very diverse topography. The land of Crete is very mountainous and the coastal waters are shallow and come far into the land.

Crete includes a number of smaller islands off its coast, which again are high and dry. The islands include: Gavdos; Gaydopoula; Paxos; Haidari; Koufonisi; Dia; and the Dodecanese islands (Paxos, Lefkada and Zakynthos), to name a few. All of the islands have boat trips from the main island of Crete. Such trips are well known for attracting the sight seeing visitors, who wish to explore as much of the island as possible. These are usually the older generation of visitors and couples, who are after more of a relaxing, laid back holiday rather than those visitors with children.

Crete's coastline is a major attraction and offers many Blue Flag beaches:

### In Hania:

- Paleohora (2)
- Maleme (1)
- Platanias (1)
- Geraniou (1)
- Neakidonia (4)
- Sternes (1)
- Kalives (1)
- Plaka (1)

### In Heraklion (North Coast):

- Ahlada (4)
- Elia (1)
- Limenas Hersonissou (4)
- Rodia (1)
- Anopolis (1)
- Gazi (2)
- Gouves (2)
- Malia (1)

### In Rethymnon (N Coast):

- Rethymnon (6)
- Adele (1)
- Pigi (1)
- Prinos (1)

### In Heraklio (South Coast):

- Pitsidia (1)

### In Lassithi:

- |               |                       |                  |
|---------------|-----------------------|------------------|
| - Vrahasi (1) | - Agios Nikolaos (12) | - Palekastro (3) |
| - Sitia (2)   | - Lerapetra (3)       | - Kalo Horio (1) |
| - Pefki (3)   | - Agios Ioannis (1)   | - Elounda (6)    |

With the most famous coast being situated in Rethymnon, where the coast has the precipitous gorges of the Idi and the White mountains. As well as these many beaches that cover the island of Crete, the coasts offer great opportunities for: snorkelling, diving and much more. This is usually the main attraction for the younger visitors (young adults, couples, groups of young people, singles and families with children) who are particularly interested in the beaches and sea.

Where there are beaches, there are usually caves, which too are an attraction. Crete has 4,700 caves in total, the most popular being the Idaean Cave and the Diktian Cave, with many more such as the Kamares Cave for example. Caves prove to be a great attraction for



people of all ages, in particular the older generation, middle-aged visitors, walking and sight seeing holiday visitors, and families with school-aged children.

Crete is a very mountainous island; offering spectacular sights, with the highest peak Mount Idhi reaching 2456 meters in the White Mountains (central mountain range). This appeals to the more adventurous visitors, such as hiking/trekking tourists and groups.

Crete is home to a number of Gorges, which are popular with the experienced hikers, these include the Idi gorges in Rethymon, the Kourtalioti gorge which is also a popular site for history experts and scientists due to it being a great site to look for clumps of Jerusalem sage. There is also the Agia Eirini Gorge as well, plus many more, but the most famous of all is the Samaria gorge. The Samaria Gorge is probably the biggest attraction on the island of Crete and one of the major reasons why people may travel to Crete rather than any of the other islands of Greece. The Samaria Gorge is the longest in Europe and is one of Europe's greatest natural wonders. The gorge involves an 18km hike through the Samaria National Park in Crete's White Mountains and is home to flora, fauna and dramatic rock formations.

Another major natural attraction of Crete is the Sidiros Portes, also known as the Iron Gates, the narrowest part of the Samaria Gorge. The gates are located 12km along the Samaria Gorge and are where the route squeezes between two tall rock walls, forming a famous iron gate. Again an appealing attraction for sight seeing visitors, such as the elderly, couples and groups for example, as well as being a popular attraction with the experienced hikers.

A further natural attraction of Crete is the Amari Valley, which is dominated by the mountain peaks of Mount Ida and offers great views over Crete's peaks, broad green valleys and gorges. An attractive site for most of the islands visitors.

Lastly, Crete has only the one lake called Lake Koumas, surrounded by the mountains, which are reflected in its calm waters. Due to the fact that it is the only one on the island of Crete, it makes the lake an appealing attraction for sight seeing visitors, such as the elderly and couples for example.

### **Built Attractions**

Crete is a very historical and cultural destination, with many museums, churches and other historical sites and buildings. This is probably what makes the destination very attractive to hikers/walkers/backpackers and the older generations.

Crete has many museums such as the: Naval Museum with a collection of model ships and other maritime items; Cretan Open Air Museum; Museum of Rural Life; Kazantzakis Museum; and the Folk Museum. However the most popular Museums on the island are the Archaeological Museum, which has major finds from the island's History and is the worlds best collection of art and artifacts from the Mmoan civilization and the Historical Museum of Crete, which is home to: Byzantine and medieval works; a traditional Cretan folk collection; photographs from World War 11; and the only work of El Greco in Crete. Such

museums on the island, appeal to the older visitors and history enthusiasts rather than families with teenagers or young children who will find it hard to keep the children occupied.

As well as the many museums that Crete holds, there are also a lot of religious buildings, which too have become tourist attractions. The most well known is the Church of Enneninta-ennea Martyron, which stands on the site of a large Hellenistic building. The church is famous for its 90 steps leading up to the entrance, known as the Golden Steps (Moni Chrysos-Kalitisas), which are visited by many tourists each year. Other religious buildings on the island of Crete include: Mosque of the Janissaries, which is the oldest Ottoman building on the island; the 19th century cathedral of Agia Triada; the Venetian Church of Agios Nikolaos; the 16th century church of Agioi Anarguroi; Church of San Rocco; and the Cathedral of Agios Minas.

Crete is also home to a number of Cemeteries, which are popular amongst those interested in history. The most well known of them all is the Commonwealth War Cemetery which is the burial ground of over 1,500 British Australian and New Zealand soldiers killed in the battle of Crete. Many UK residents will travel to Crete just to visit the cemetery, particularly the older visitors who will remember the war, those who were in the war and those who had family who fought in the war, because they want to pay their respects. Other cemeteries on the island include: the Minoan cemetery; and the German War Cemetery. Those visitors who visit the war cemeteries often pay a visit to the large marble war memorial, which depicts a woman hurling out the names of World War I heroes.

Crete is also well known as the setting for the battle between Theseus and the Minotaur and the ruins of the Palace of Knossos are a popular attraction for those visitors who are interested in History and those who are old enough to remember the battle or had family fight in it.

A few other built attractions that Crete holds are: the Samaria Village, which is about halfway through the Samaria National Park and is used for Samaria Gorge visitors to stop and rest, as all those who lived there left when Samaria became a National Park. An attraction visited by mostly backpackers/hiking visitors, the young and couples.

Another common feature of Crete's history is the Koules Fortress, better known as the harbor fort which is still the Venetian original.

Some of the other built attractions on the island of Crete are: the island's 13th century restored lighthouse; the 17th century Morozini Fountain; the tiny El Greco Park named after Crete's most famous painter; Environs the ancient site, full of Roman times remains; and the 19th century public gardens laid out by a Turkish governor.

As well as all these historical attractions, Crete also has a water park called Aqua Splash Water Park, which is a playground of waterslides, pools and waterfalls. This attraction appeals to children and the younger visitors in particular, especially families. This is the newest attraction built on the island.

Both the natural attractions and built attractions on the island of Crete appeal to walking and hiking visitors, couples and elderly visitors in particular. With the beaches, coasts, boat trips, water activities, mountains and gorges appealing to the younger groups and couples; the many museums, boat trips, churches, cathedrals, burial grounds and the fort, appealing to the older visitors; and the water park for the young visitors and families with children of any age.

## Events

Another reason why UK residents might travel to the island of Crete is due to special festivals that may take place. Most of the events that take place in Crete are annual festivals, starting on the 23rd April in Chania with a religious feast, followed by sheep shearing and other old local shepherd's customs, a popular event amongst visitors who are interested in the culture of a destination.

Then in May on the 21<sup>st</sup> every year, a feast is held with songs and dances in local costume, followed on the 27th, 28th and 29th May with a three-day international dancing festival held in Chania in remembrance of the Battle of Crete in 1941. An event which is more appealing to an older age range of visitor types, parents and grandparents for example, especially those who may have fought in the battle or had family who were in the battle.

June brings the Folkloric event on the 24th, which is an especially interesting custom called 'Klidonas' held in the villages of Krousta and Pisbokefalo, an event for visitors of all ages, especially families.

Then in May Crete holds a number of festivals, there is the: Cretan Wine Festival takes place in Rethymon from the 15 July through to the 30 July and involves Folk dances and performances by local and foreign theatrical groups, which is appealing to any visitor types over the age of 18, couples, parents and grandparents for example, but not an event for the whole family; and then on the 25th July through to the 30th July is the Sultana Raisin Festival in Sitia, which not a very popular event, however attracts the visitors who are already in Crete for the Cretan Wine Festival.

At Anogia on the 15th August there is a mock Cretan village wedding in local costume, a popular event amongst the older visitor who are interested in the culture of a destination. An unusual festival in Kissamos, near Chania, follows this on the 21<sup>st</sup> September, which is known as the Chestnut Festival, another event that again involves local customs and folk dances.

The epic of the Arkadi Monastery holocaust is celebrated on the 9th November and Heraklion holds its popular Grape Festival on the, 11th to the 20 September. This is again an event that attracts the older visitors, rather than those visitors who have children to think about.

Most of the events and festivals that take place in Crete are great for those who like to learn about different cultures and be involved in foreign rituals, but not really for the younger visitors to the island or families.

These celebrations along **with** the climate and attractions are amongst the major appeals that visitors consider when deciding where to travel too, but these are not the only appeals. There is also the **food and drink** to think about, people are not going to travel to a destination, if the food and drink is not to their tastes, so there has to be something for everyone. By looking at the type of food and drink Crete has to offer, you can see what type of visitors the island attracts. For example, a destination that serves only foreign cuisine or local cuisine is not going to attract many families, because there has to be some fast food options for the children to be happy.

Cretan Cuisine has a number of dishes unique to the island, with fresh fruit and vegetables, seafood and meat playing the major role in most of the Cretan dishes. The most famous of the Cretan cooking is the use of Pork, which is more popular than anywhere else in Greece. In the whole the cuisine is similar to Turkish and Middle Eastern cuisine, the only difference is the fact that Crete's prime importance is the freshness of all their ingredients.

Cretan specialties are the local 'graviera' cheese and 'myzithra', which is the creamy white cheese often served in Greek salad, as well as Chorta, which are wild greens that are boiled and served with olive oil, vinegar or lemon juice. Apart from cheese, and Chórta, oranges and citrus fruit olives, grapes, carobs, bananas, peaches and many other fruits are grown on the island, along with potatoes, onions and apples, which are grown on the higher plains of Crete.

Cretan cooking has a number of unique dishes, like 1 mentioned earlier, these dishes include: Choirino Kritiko (thick port cutlets), which is a classic dish of Crete's inland villages; Saligkaria which is a mezes served with the local spirit; and Salata a watercress salad mixed with feta cheese and oranges. Then for dessert there are the famous dishes: Loukoumades, which is a snack of small deep-fried doughnuts soaked in honey and cinnamon; Bougitsa, a pastry of semolina custard with cinnamon and sugar; and Sykametyri which is a dessert or snack of fresh figs with cheese. However the most common dessert is a traditional dish of seasonal fruits, which is served after every Cretan meal.

Restaurants serving such local Cretan cuisine appeal to the older generation of visitors, upper class visitors, couples and middle-aged visitors, who like to try new things and experience the culture of a destination and for those who want a change from Cretan foods, there is a new China restaurant in both cities. However Crete does offer other food options for the younger visitors and families. There is fast food available on the island, such as: American style 'King Burger' fast food restaurant; Aramis Pizza restaurant; Manos Restaurant, which serves anything from steak to pizza; and there is also snack-bar style taverns available on the island, which all appeal to families and the younger visitors. Along with famous restaurants like Hard Rock Cafe and for the elderly visitors there are many cafes serving Cretan foods, sandwiches and English snacks.

As well as the different foods on the island, there are also famous Greek drinks, such as Ouzo for example. Ouzo is probably the most well known of them all and is produced on the island by crushing the grape mash after the juice has been used. However beer, although

not a Crete drink, can be bought anywhere on the island, which along with the many beaches attracts the 18 to 30 aged visitors.

With food and drink comes **entertainment**, which again is an appeal of a tourist destination. Without entertainment, a destination would attract fewer visitors, as not all visitors are happy with lying on a beach all day.

The entertainment on offer in Crete is more for the younger visitors and couples, unlike the many sites and attractions, which attract the older visitors. This enables Crete to attract a wider range of visitors; there is the beaches and evening entertainment for the younger visitors and the historical buildings and sites for the older visitors. Then Crete has its natural attractions, such as the mountains and gorges, which combine all the different visitor types, including hiking visitors and backpackers.

In most of Crete the entertainment includes a great deal of culture (traditional Cretan entertainment), which appeals to the older and middle-aged visitors who like to experience the culture. Such areas offer feasts of folk dances and music, theaters and plays. For families and the younger visitors, the island does offer film entertainment, such as Heraklion cinemas and Regina, which is also known as Chania Cinema.

Certain areas of Crete are busy and noisy, attracting many 18-30 year old visitors during the evenings, after a day swimming, parasailing, water-skiing, jet skiing, canoeing, yachting, windsurfing, snorkeling and diving on most of Crete's major beaches. There is the city of Heraklion, which has many clubs such as Mylos Nightclub, however the more attractive areas of Crete are: Heraklion, which is full of themed bars, discos and clubs providing intensive entertainment; but the most famous of all is the Malia which provides non-stop night entertainment for those visitors who are between 18 and 30. There is a main street filled with bars and clubs up to the beach, and then the beachfront has varied entertainment and discos.

People may be attracted to a destination by its climate, what it has to offer attractions wise, the food, drink and entertainment and events that might be taking place, but visitors will not want to travel to a destination if the **types of accommodation** are unappealing.

Crete offers a wide range of accommodations, with a variety of different board bases available, from: half Board accommodations, which attracts the elderly visitors who like to go sight seeing in the day and return in the evening for a meal and entertainment; All Inclusive accommodations, which attract couples who both work and the higher classed visitors; Self Catering hotels and accommodation, which attract the families, younger visitors and students who like flexibility; to Bed and Breakfast accommodations, which are aimed at the touring and hiking/walking visitors that come to the island. It is fair to say that Crete has a wide variety of accommodation that appeals to a range of different visitors, with Self Catering accommodations playing the major role.

Self-Catering accommodations are the most frequently found on the island, dominating all other boards of accommodation. Self-Catering hotels are designed mostly around families wanting a quiet and peaceful area, with the beach close by and a swimming pool and children's activities provided by the hotel. Whereas other Self Catering accommodations, such as apartments and suites are aimed for the younger visitors and students, because they cook in their accommodation and accommodate a large number of people to keep the cost down to a minimum. This also appeals to families with young children who will use the local shops to make up their own meals.

As well as facilities in the accommodations available on the island that attract the certain visitor types, the price range of the accommodation per week also shows the attraction, with those attracting the students and families being the cheapest and those attracting the couples and higher classed visitors, being the most expensive.

Self-Catering hotel: £315-£475

Self Catering Apartments: £290-£450

Bed and Breakfast: £370-£550

Half Board: £415-£585

AB Inclusive: £505-£835

Lastly, the last characteristic of a destination is the **local/internal transport** that is available, as once a visitor has reached the island of Crete; they need to be able to travel around. Within Crete there are several methods of traveling around, including: Ferries; taxis; car hire; and buses.

Public transport is available on the island, making Crete easy to travel around. There are frequent buses that travel along the north coast of Crete and bus services that link the north coast towns and resorts of Crete with attractions on the south coast of Crete. Bus stations are easy to find with four in Heraklion, two in Chania, three in Lassithi and one in Rethymnon. Using these local bus services is the best method of traveling around for the older generation and students in particular, because it is a cheap and frequent method of transport.

Like public transport taxis, are reasonably priced and are easily hired, with taxi stands scattered around the island. These taxis are mostly used during the evening and night, when people want to go out for a meal for example, or visit the many clubs and bars. This is why young people, couples, singles and groups of visitors mostly use them as they are able to drink.

More convenient ways of touring the island of Crete is by hiring a car or scooter. Car Hire on the island is available at the airport and at city agencies. Those visitors that do like the idea of Car Hire are families that visit the island, who would like the freedom to do and go wherever they like and at any time.

As well as road travel, there are ferries that visit most of the towns along the south coast of Crete, as well as visiting the many smaller islands off the coast of Crete's mainland. Ports include: Heraklion; Chania; Souda; Rethymnon; Agios Nikolaos; Sitia; Ierapetra;

Sfakia; and Paleochora. Such transport methods are well known for attracting the sight seeing visitors, who wish to explore as much of the island as possible. These are usually the older generation of visitors and couples, which are after more of a relaxing, laid back holiday rather than those visitors with children. Although, families with young children like to travel by sea, because for young children, it is an adventure.

In conclusion Crete appeals to most visitor types, from families, couples, groups, singles and retired visitors, to professional people, childless couples, and even hiking/walking visitors, because the island of Crete has great weather, something for everyone to do and accommodation for people with all different income brackets.

### **Major Trends in Popularity**

Greece has seen a growth in tourist arrivals over the past decade, from 9.3 million in 1990 to 12.8 million in 1999, due to it being a well established destination and very well known, although the popularity of Greece has fluctuated greatly over time. The most significant declines have been during the years 1993 and 1996, due to the Yak-42 Ukraine Airlines plane, which crashed on approach, killing 70 people in 1996, but also due to a number of earthquakes. There were the earthquakes: I lia in 1993; Kozani-Greeneva in 1995; and Aegio also in 1995.

The rapid increase in popularity over the last couple of years (1999 onwards) has been due to Infrastructure improvements, which have taken place on the islands, such as the expansion of Crete island airports and rising accommodation standards.

The total international arrivals in September 2001 will have suffered a major decline compared to the previous year, due to the terrorist attacks on September 11th. Although I think arrivals will increase rapidly over the next few years, reaching a peak in 200, when the Olympic Games are being held in Greece. I believe this will also increase awareness of the destination, increasing visitor arrivals in the future, like what is happening with Korea in Japan at present.

I also believe that Crete will benefit from joining the Euro, which will help to increase the popularity in the future. The Euro will make prices across Europe come down, encouraging visitors to travel to those European countries using the Euro, such as Greece.

# Assessment feedback

Student name: XXXXXXXXX

<p>b the key features that give destinations appeal to different types of tourist. Recommendations for a European destination that meets the needs of a tourist whose needs and circumstances are given in a pen portrait. These might be complex. A description of the main features that give the recommended destination appeal and an explanation of how it meets the needs of the tourist specified.</p>						
<p>The features of a destination are described with some detail. There may be little discrimination between features that exist and those that give it appeal. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait is limited and mainly descriptive. The explanation refers to tourists' straightforward needs.</p>	(1–7)	<p>The key features of that give a destination appeal are described in detail. There may be some minor irrelevancies. An explanation of how the features of a destination meet the needs of the tourist as specified in the pen portrait are given. There are some clear links between features available in the destination and the needs of the tourist. The explanation refers to some of the tourists' complex needs.</p>	(8–12)	<p>The key features that give a destination appeal are described in detail with no irrelevancies. A thorough explanation of how a destination clearly meets the needs of the tourist as specified in the pen portrait is given with clear links between the features available in the destination and all the complex needs of the tourist.</p>	(13–15)	<p>12</p>
<p><b>Destination features</b> Detail in description Discrimination Omission and irrelevancies</p>	<p>You have described a range of features in the destination you have recommended. Many of the features are described in detail. Some are identified and not described. You have mainly discriminated between those that give appeal and those that exist. Some of those features that do give the destination appeal have not been described in detail. You have identified Crete as the destination but have failed to specify a resort that would be appropriate or describe any of the resorts.</p>					
<p><b>Explanation</b> Detail and clarity Link between features and customer needs Straightforward or complex needs</p>	<p>You have chosen a pen portrait that has customers complex needs. You have addressed all needs specified and identified a number of other complex needs. You have attempted to address all complex needs. You have given full and clear explanation of how a number of available features meet the needs of the customer. In some cases, however, you have failed to respond to specific needs in any detail or explain how these needs are met by your choice. Your failure to give a specified resort would mean that in reality the customer would find the destination inappropriate eg if they stayed in Malia as you pointed out. You need to be more specific in your recommendations.</p>					



<b>Evidence of research</b>	You have submitted no evidence of your research. You have other opportunities to show this in one of the other tasks.
<p><b>Summary</b></p> <p>Your decision to work with a scenario with complex needs allows you to access the higher mark bands. You have given detail in your descriptions and most of the features described are appropriate although there are some omissions. You have given some detail in your explanations that were mainly clear and linked to customers complex needs. Some of their needs were not fully met or explained in depth. The fact that you identified additional needs and link these to your recommendation is a strength of your work. Your choice of Crete as a destination with no specific resort was a weakness as many of the features may not be easily accessible from a specific resort or some resorts may not meet their needs.</p> <p>Mark band 2 is best fit. Where your explanations were appropriate, these were in detail. Your identification of additional needs and your explanation of how they were met is a further strength to support a mark being awarded from the top of the range available.</p>	

**Assessor:**      xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx

**Student:**      xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx



# Assessment criteria C



## Assignment 3: Introduction

This is the third of four assignments for this unit. This is an individual assignment. In this assignment you will consider a new destination and the factors that have led its growth in popularity and appeal. It should be a different destination to the one you used in the earlier task.

### Scenario

You work in the Product Development department for a large tour operator. Your department is currently planning the destinations to be included in the 20xx brochures. Your organisation is keen to introduce new destinations into their brochures. You have been asked to research a suitable destination that can be included and present your findings to the management team. You can present your findings in an oral presentation, supported by visual aids or as a report.

### Tasks

- 1 Select a European destination that has grown in popularity and appeal.
- 2 Analyse the factors that have led to its growth in popularity and appeal.
- 3 Analyse how the destination has controlled factors to maximise their appeal and popularity.
- 4 Keep a record of the research you undertake to complete this assignment. Reference your sources within the analysis you present.

### Assessment evidence

Either:

- a written report analysing your findings  
or
- a witness testimony of your oral presentation together with any visual aids used and notes produced in preparation.

There should also be evidence of the research you have used. This should be at least a bibliography but could include referencing your findings.

### Assessment

On completion of this task, you will be awarded a number of marks. These will contribute towards the marks for this unit. The quality of your work will determine the marks awarded. Your work will be assessed against the following criteria.

#### *1–7 marks*

Some research has been undertaken and is evidenced mainly through a bibliography. Sources directed or provided by others were used.

There is some basic analysis of the factors that have led to the popularity and appeal of a European travel destination but evidence tends to be descriptive. The destination chosen may be well established so some factors identified may be dated. There is some reference to how the controllable factors have been maximised but these are not clearly presented and tended to be covered superficially with little analysis.

#### *8–12 marks*

Research has been undertaken using different sources some of which were obtained independently. Some evidence of research is referenced.

There is some analysis of a variety of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular so that factors identified are mainly current although some may be theoretical. There is also some analysis of how the controllable factors have been maximised by the destination to increase their popularity. The analysis is mainly clearly presented.

*13–15 marks*

Research has been undertaken using a range of different sources that have been obtained independently. Much of the evidence of research is referenced.

There is analysis of a wide range of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular with current and relevant factors identified and analysed. There is also clear and detailed analysis of the how the destination has maximised the controllable factors to increase their popularity.

## **Submission**

Your evidence must be submitted by xx/xx/xxxx. Note requirements in your course handbook related to late submission.

# **A level Travel and Tourism**

## **Unit 3 Destination Europe**

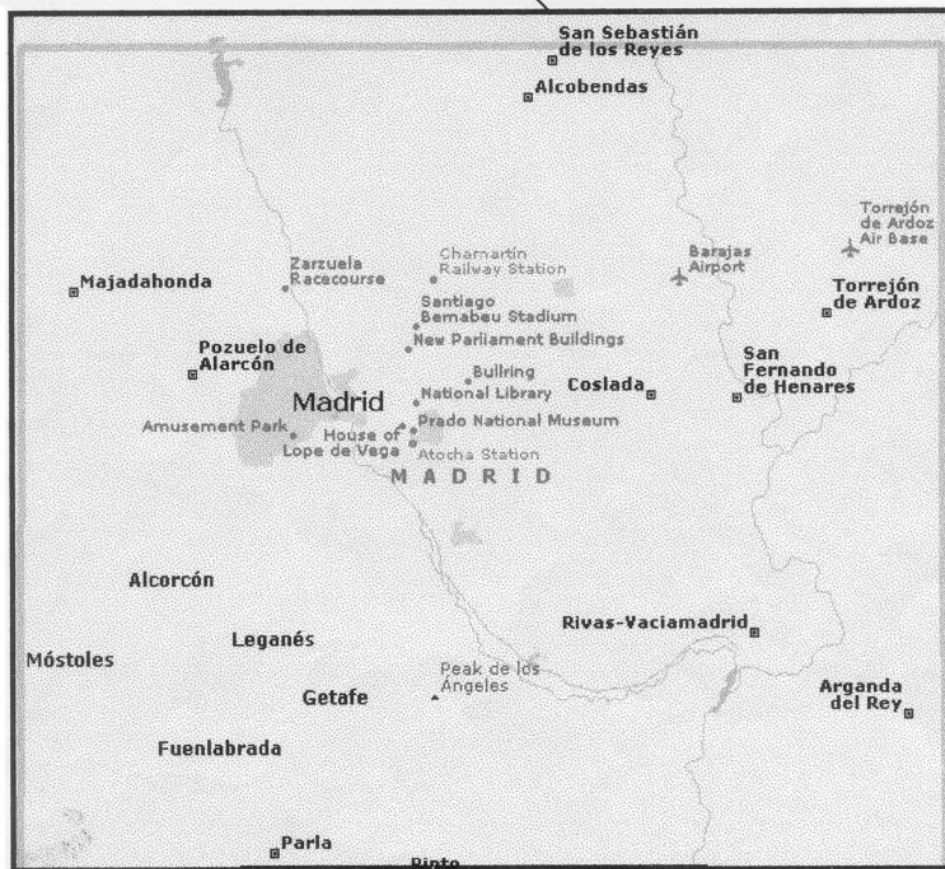
### **Assignment 3**

**Student XXX**

# Madrid



Madrid is the capital city of Spain, located in the very heart of the country, covering 3,100 square miles in area. The Bay of Biscay, France and Andorra border on the north of Spain, the Mediterranean Sea is on the east and south, the Atlantic ocean is to the south and west, and Portugal borders on the west. Leaving Madrid equal distances from all borders of Spain and Seas.



The city of Madrid is situated 646 metres above sea level, causing it to be one of the highest capital city in Europe.



Madrid is a city of both high mountains, rivers and low land. The mountain range 'Guadarrama Mountains' run across the northwest of the city which create a great ski resort as well as a summer resort. As well as these many mountain peaks, mountain rivers cover the land, which many are dammed to provide hydroelectricity.

## Accessibility

UK tourists can reach the destination of Madrid by many different ways. The most popular way is by airlines. The only flights that are available are scheduled flights as charter flights are only available as part of a package holiday. Although Madrid is popular for short breaks it isn't popular enough for charter flights. You can find details of the airlines that fly there on their website. Madrid airport is called Barajas. There are 19 flights a week from Manchester and over a 100 from London.

British Airways fly from Manchester 12 times a week ([www.ba.com](http://www.ba.com))

Iberia flies from Manchester 7 times a week ([www.iberia.com](http://www.iberia.com))

British Airways flies from Gatwick 49 times a week ([www.ba.com](http://www.ba.com))

Iberia flies from Gatwick 35 times a week

Debonair flies from Gatwick 7 times a week

Spanair flies from Gatwick 6 times a week ([www.spanair.com](http://www.spanair.com))

Air Europa flies from Gatwick 3 times a week ([www.aireuropa.com](http://www.aireuropa.com))

With so many flights from the UK, both from the north and the south this makes it easy for people to get there quickly which is needed for a short break. This gives it appeal and also makes it popular.

In the last few years there have also been flights to Madrid with budget airlines. This means it is now cheaper so more appealing but also you can go from more regional airports so it is even easier to get there. Because the budget airlines have started flying to Madrid then the other scheduled airlines have had to start reducing their prices. EasyJet ([www.easyjet.com](http://www.easyjet.com)) now fly to Madrid from Bristol, Liverpool and London so extending across much more of the UK. They also fly from Berlin, Geneva and Paris so making Madrid accessible from other European countries as well.

Because you can get to Madrid easily by airlines, then it is popular with business people who need to get to somewhere quickly so it is important that this is available if it is going to be popular. Iberia offer the most flights and they are a public sector airline - the flag carrier for Spain. The Spanish government supports the airline and gives them subsidies which means they can keep offering the flights to make it stay appealing and popular as a destination. This is one way that Madrid is able to maximise controllable factors.

You can travel to Madrid by coach. Shearings ([www.shearingsholidays.com](http://www.shearingsholidays.com)) do a coach tour for 8 days and that includes excursions. It includes stays at other destinations and this makes Madrid appealing because you can see other cities as well. You can also travel by Eurolines ([www.eurolines.com](http://www.eurolines.com)) who are a scheduled coach company. It only goes twice a week and takes nearly two days so it is really for people who don't want to fly. It is cheaper

than flying but not a lot cheaper. It is also only available from London. It is unlikely that Madrid is losing popularity because you can only get a coach twice a week as there are so many other options available.

You can travel to Madrid by rail. From the UK there is only one direct international rail operator, Eurostar, which serves Northern European destinations. So to travel by train to Madrid you have to use the Eurostar ([www.eurostar.com](http://www.eurostar.com)) from London to Paris then change over to catch a train from Paris to Madrid. You can do this daily so that is good if you don't like flying as it gives you more choice than the coach. You still have to travel overnight. Some people like travelling overnight on the train.

You can also get a ferry from the UK to Northern Spain and then travel by car to get to Madrid. This means if you live in the north of the UK you have a long drive to get to the port in Plymouth and then another long drive from Santander or Bilbao but it does mean you have a car with you for travelling round. It makes it not a good short break destination and probably if you were going to Madrid in a car you would want to see more than Madrid. There are lots of places near Madrid to visit or stay in so even though it seems like it is not a good idea to go by car and ferry there are some benefits and you can see a lot more of Spain and it might encourage people to stay longer in Madrid. The only companies offering ferry services between the UK and Spain are British (Britany ferries and P&O). There are no Spanish ferries. There are ferry companies as they do ferries from the mainland to the Balearics but Madrid is not maximising this way of accessing the city by having their own ferry company.

Madrid is a relatively short distance from the UK so is a short haul destination. It is also a short haul destination for many other departure points in Europe. It is in the middle of Spain so easy to get to.

### **Image and promotion**

This is one way that a destination can maximise its appeal as it has a lot of control over its promotion. It can design its own promotion and arrange campaigns that can make different parts of the city appealing to different types of people. Its image is well known and you would think that it would be hard to change an image when it has been working on it for over a thousand years like Madrid but there are sometimes events that can change an image.

Madrid is bidding for the 2012 Olympic Games, like London and Paris. The International Olympics Committee (IOC) President Jacques Rogge said recently that the cities who are bidding have to stop talking about the negatives of the other cities and concentrate on the merits of their own cities. He said 'I would ask them - with no exception - to focus on their own bid, stop looking at what the others are doing and stop bickering and accusing each other' (BBC Radio 5 Live). Madrid made a formal complaint to the IOC ethics commission about the use of French embassies to support the Paris bid. The Madrid bid is not going well. At a meeting this month in Croatia, it was reported that Madrid were 'struggling to

get its message across' ([www.gamesbids.com](http://www.gamesbids.com)). This shows that the city are not maximising their potential to show a positive image of the city and attract visitors. In the UK, the press like to say negative things about Madrid so that London is seen positively.

Recently, the image of Madrid was affected because of racism in football. Football has given Madrid a very positive image in the UK. Real Madrid has some of the worlds most famous footballers so is always in the news. Two years ago, David Beckham was transferred to Real Madrid. There are now lots of photographs of Madrid and when he moved there the UK newspapers had features on the city. More people like to go now to see the football and where David Beckham goes. Last year Michael Owen was transferred to Real Madrid. Although the football club didn't buy these players to make the city more appealing it has made it more appealing.

Unfortunately, when England played Spain recently, it was an opportunity to make Madrid more popular but the racism at the football ground meant that Madrid got a negative image and this may have affected their appeal and popularity. The Spanish authorities could have used promotion to minimise the damage but instead, as the BBC reported, 'the repugnance for the appalling show of racism was notably lacking in Spanish newspapers'. One local fan commented 'I hate the fact that this is the face of Madrid, of Spain, that was being broadcast the world over' showing that it had affected the image of Madrid and its appeal to possible visitors. The Madrid mayor, Alberto Ruiz Gallardon, attempted to give a positive spin by saying 'Madrid has historically been a city open to the world, a friendly city in which nobody feels a foreigner'. If the city is to maximise its image to give it greater appeal and more popularity more of the authorities really needed to say something like this but even stronger and not wait for a few days as this report was two days after the match.

Madrid is known as having a better climate than London and other cities in the UK. It has many more hours of sunshine and more sunny days. This is a great appeal to business men and women and tourists alike because it gives them more time to get things done. Business people have more time to do their business, which may involve outside work and tourists can fit more into their day and see more sites which is important on a short break. You can really get the most of the stay because of the climate. One problem though is it is known as having really hot days in the summer. It is also known for having droughts in the summer. This image is negative as people might not want to go there in the summer if they think they will be restricted use of water so this is something Madrid can control in their image is to ensure they have the reservoirs to support the city when there is little rain.

Madrid's image is of royalty and palaces and old buildings. Its image is of a beautiful city. As a capital city it is the home of the government and has the same image of other capital cities as being very business orientated and this will make it appealing to business visitors. The Royal side of the city is well known as UK royalty visited there. There was also recently a royal wedding where the Crown Prince married an ordinary person which made it have a romantic image. There are many heritage sites that add to the image of the city. There is the Royal Palace that is really central. It is a huge palace which gives the image of grandeur.

Madrid also has a cultural image. It gets the image of Spain from artists like Picasso and architects like Gaudi even though they weren't from Madrid. Madrid is known as a religious place. Spain is a catholic country. There are many cathedrals and churches. This is used in the way the Madrid promotes its city to leisure tourists so they are controlling this factor.

Because the image of Madrid is about heritage and culture and the royal and religious buildings, many potential visitors aren't aware of the all the natural attractions there are in the city and this is something that the city can do something about through promotion. There are many city parks such as Casa de Campo. It is the biggest park in Madrid covering 400 acres and is appealing to visitors because rowboats can be rented on the parks artificial lake, swimming and tennis is allowed and it is also home to Madrid's zoo and amusement arcade. So although it seems to be appealing to couples who like looking at buildings there are other things that are more active. On the website [www.spain.info](http://www.spain.info) there are different parts that are promoting Madrid for children, youth, sport and nature, spare time and shopping and food and wine. This is promoting Madrid to lots of different people so it is appealing to different groups but that then makes it more popular.

### **Availability of attractions and other tourist facilities.**

As mentioned above, there are many attractions for tourists and other tourist facilities in Madrid. [www.spain.info](http://www.spain.info) says 'that art and culture are central to Madrid life' and there are 73 museums in the city. The destination has used this to maximise the appeal and popularity for tourists. Under image, there are many attractions identified. These are built and natural attractions. One of the ways that Madrid is maximising its appeal is by drawing attention to other attractions close to Madrid like Toledo Segovia. Segovia is a World Heritage site which makes it more appealing. By selling these destinations as if they are attractions in Madrid makes the city look even more appealing even though they aren't actually in Madrid.

Other tourist facilities include accommodation. In Madrid, these are restricted to mainly serviced accommodation. Most of the accommodation is really for the business visitor with three star hotels or higher. These are quite expensive. There are also some bed and breakfasts and smaller hotels. There are only two hostels. People nowadays like self catering accommodation but there really isn't a lot of that in Madrid. If there was more self-catering accommodation that would be cheaper it would encourage people to stay longer and spend more money in the city. There are many old buildings in Madrid and the Ministry of Tourism has turned some of them into 'paradores'. These are things like castles, palaces and monasteries that provide cheap accommodation. There are lots of these in Madrid. This is a really good way that Madrid have maximised factors because lots of people go to Madrid for the culture so this way they can experience culture by staying in somewhere really traditional. Because it is cheap it is even more appealing because otherwise Madrid might seem really expensive because of the business hotels. Business people wouldn't be so interested as there are not a lot of them central but they would be very popular with couples.

Other tourist facilities relate to entertainment. One of those that is traditional is bullfighting. This doesn't give Madrid a very positive image, yet it is something that tourist

are attracted to. The most famous and important bullring in the world is in Madrid, Plaza de Toros de las Ventas. One other aspect of Spanish culture which is well known is flamenco dancing. The Cafe de Chinitas has performances. Much of the entertainment is traditional and that is why people go there, to experience the culture but there is a growing trend for young groups to go away for short breaks often for hen nights and stag nights and Madrid has more and more entertainment for young people. The cinemas show films in English as well as Spanish. There are famous venues for live music Café Central for jazz, Sala Riviera for live music, Maravillas for rock music. There are also lots of bars and nightclubs although nightclubs tend to be more expensive. Bars are open all day so Madrid has been able to maximise its appeal through its licensing laws which will make it appealing to young groups. There are also lots of Irish bars which are well-known to British people.

Although there are hotels, they tend to be booked on room only or bed and breakfast so tourists need catering facilities. There are lots of places to eat in Madrid so the tourist is well served and the appeal maximised. There are restaurants with international cuisine from Russian to Japanese which is appealing to the business visitor who can get food similar to their own. There are also international chains which make it appealing to families as children will be able to eat something familiar. Most people coming to Madrid want to try local food and there are many restaurants with local menus. Spain is known for paella and even though Madrid is in the middle of the country there are lots of seafood restaurants as seafood is very popular in Spain. Spain is also known for its wine and beer and there are lots of places in Madrid where you can find this. This means that where a tourist has an image of good food and wine that is very typical there are the facilities to provide this.

There are also many events in Madrid. These are not for tourists as they are traditional events but Madrid has maximised this by promoting these events. For those interested in culture there is the Madrid Carnival. This is in February so gives Madrid a more all year round appeal as it is not just in the summer when it should be visited. This is a very traditional event that would appeal to couples and older people interested in culture. For young groups there is the Festimad Alternative Music Festival and for families the San Isidro Festival.

This factor links with image and promotion as there are many tourist facilities in Madrid that support its image. If there weren't then people would be disappointed and through word of mouth people might start coming so making sure the facilities meet the image is important. But Madrid has more than just history and culture and they use promotion to show other tourists who might not be interested in culture that there are more facilities available for them. The main thing that Madrid needs to consider is a wider range of accommodation as the hotels at the moment are quite expensive and this might stop families and young people from coming there.

There are also transport facilities which is covered below

## Destination management

One of the things in destination management is transport. I have already covered access in the first section so this will be about getting round in Madrid. With Madrid there are several methods of getting around within the city, including bus, Metro, taxis, bus tours and car hire.

Buses are one of the best ways to see the city as there are frequent uses that travel around the city from 6am in the morning to midnight. Along with these there are also night buses, known as buhos which run every half an hour between midnight and 3am and every hour until 6am. Using the local bus services are the best method of travelling around, especially for students as it is so cheap and easy.

Like public transport, taxis are reasonably priced and are easily hired, with taxi stands scattered around. They are most popular at a night but for business travellers they are used during the day.

The Metro is the quickest, cheapest and easiest way to travel round Madrid because it avoids the busy streets, making it appeal to different tourists because it is convenient for all. Most of the metro stations also have many facilities such as shops and bars ideal for tourists who don't like hanging about doing nothing.

There are bus tours of the city available in Madrid. Madrid Vision offers double decker buses with headphone commentaries. It is available all year round.

The last method of travel is hiring a car. Although it is not a common way of touring the city due to its busy roads.

One tourists view of transport in Madrid is summarised by [www.madridtransport.com](http://www.madridtransport.com) as 'On the whole, I was favourably impressed by a system which is reaping the benefits of heavy investment in both rolling stock and infrastructure within the city itself, travel by public transport was straightforward and reliable. But as the CTM itself admits, it still has "to do battle with a fearsome rival in the other corner of the transport market : none other than the private car." All of Madrid's main arteries carry heavy flows of traffic throughout the day, and apart from a limited pedestrianised zone in the historic core, most of its side streets are effectively linear car parks'.

This says that Madrid are attempting to maximise the factor by recognising there is a problem with car traffic in the city and investing in public transport. When you think that most people will travel by air and not drive into the city, that is a positive thing as they will want good public transport.

One of the things under destination management is safety and security and this is an issue for Madrid. It is a major city so crime is there. Muggings and violence does exist but probably not more than most capital cities. The problem in Madrid is terrorism and this is also part of its image. The terrorism problem has gone on for along time with ETA who are basque separatists who want there own country from Spain. They have had bombings for many years. Sometimes they have targeted tourists but this is not in Madrid where they target politicians and military. The thing is that even if you are not targeted if you are nearby you will be at risk. Just this minth there were bomb attaches. /this was at a time that was a major public holiday in Spain so could be seen as targeting domestic and not international visitors but it was on international news so will have been seen by possible visitors who would not find it appealing. Lately, there haven't been attacks from ETA as their leader was arrested but there have been attacks which have been linked to Al Queda. Last year there were bombs that killed more than a hundred people and this will have affected tourism. There isn't much you can do about terrorists in destination management but this links with image because if tourists think there is going to be an attack they will not want to go there.

### **Cost of visiting**

The currency of Spain is the Euro. This is good for it attracting tourists from other Euro countries as they do not have to exchange their money. For British people you do have to change your money. At the moment the exchange rate is EUR 1.6 . when the Euro was introduced it was 1.44 so now it means that for the Biritish visitor things are cheaper in Spain than it was five years ago. Many people complain that since the Euro prices have gone up. Spain used to be a poor country but there economy is now much stronger and this is probably why prices are more expensive than they used to be because the exchange rate shows it is actually cheaper.

Because of the introduction to budget airlines it is now cheaper to get to Madrid because even the other scheduled airlines have reduced prices. This has made it more appealing so by the government allowing budget airlines to land they have maximised the potential. Accommodation is expensive. It is similar to London prices and many other major cities. The city doesn't have a wide range of options for accommodation so although it seems cheap when you look at the air fares, when you add accommodation a short break can be expensive. Travelling round and eating out is similar prices to the UK so in comparison to some other up and coming short break destinations like Estonia and Prague it is more expensive when you are there. The problem is that there is nothing Madrid can do about that as it is because there economy is more developed than these other countries but they can do something about the accommodation and ways in which they can develop cheaper accommodation.

## Political factors

There are many political factors in Spain that affect popularity and appeal of Madrid as a tourist destination. First of all the civil war in the 1940s. Although this was a long time ago, many people are interested in visiting Madrid because of this. The country was also run by a dictator, Franco, until the 1970s. That is unusual in Europe so people like to visit because of that. It has royalty like the UK and royalty always attracts tourists. These are all positive things. There are some negative things. Terrorism and the Iraq War may have affected the appeal of the country. Because ETA have had bombs in Madrid this has given it a lower appeal and made it less popular. The bombings last year was because Spain supported the war in Iraq so some tourists wont go because of their support and some because they think there will be more terrorist attacks. The Spanish voted for another government after the bombings so maybe now politics will be more positive for tourists in Madrid.



## Summary

The graph shows tourist arrivals in Spain. Although it is not Madrid, it is likely to be similar. Here you can see that although there are changes it is mainly increasing. The falls can be related to political factors like terrorist attacks but with the increases you can see that Madrid are able to maximise the factors that give it popularity and appeal.

## Bibliography

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OAG Airways Guide  
World Travel Guide  
Sea France brochure  
Eyewitness Travel Guide Madrid Dorling Kindersley Ltd  
Tourist Events and Attractions of the World  
Travel Dictionary

# Assessment feedback

Student name: XXXXXXXXX

c research undertaken to complete all tasks and an analysis of the factors that have led to the growth in popularity and appeal of one European travel destination and how the destination has controlled factors to maximise their appeal and popularity						
<p>Some research has been undertaken and is evidenced mainly through a bibliography. Sources directed or provided by others were used.</p> <p>There is some basic analysis of the factors that have led to the popularity and appeal of a European travel destination but evidence tends to be descriptive. The destination chosen may be well established so some factors identified may be dated. There is some reference to how the controllable factors have been maximised but these are not clearly presented and tended to be covered superficially with little analysis</p>	(1–7)	<p>Research has been undertaken using different sources, some of which were obtained independently. Some evidence of research is referenced.</p> <p>There is some analysis of a variety of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular so that factors identified are mainly current although some may be theoretical. There is also some analysis of how the controllable factors have been maximised by the destination to increase their popularity. The analysis is mainly clearly presented</p>	(8–2)	<p>. Research has been undertaken using a range of different sources that have been obtained independently. Much of the evidence of research is referenced.</p> <p>There is analysis of a wide range of factors that have led to the popularity and appeal of a European travel destination. The destination chosen is one that has recently become popular with current and relevant factors identified and analysed. There is also clear and detailed analysis of the how the destination has maximised the controllable factors to increase their popularity.</p>	(13–15)	13
<p><b>Research</b></p> <p>Range of sources</p> <p>Directed or independent</p> <p>Bibliography</p> <p>Referencing</p>	<p>In two of the tasks, you have submitted no evidence of research. In your final task, you have submitted a bibliography and have referenced some of your sources. You have used a range of sources to obtain data. These have all been obtained independently.</p>					

<b>Analysis of factors</b> Clarity of analysis Range of factors Currency of information	You have identified a range of factors. Each of the factors have been analysed in terms of how they effect the popularity and appeal of your destination. Much of the information you are using is current.
<b>Controllable factors</b> Clarity of analysis	You have identified a range of factors that are controllable and have analysed the extent to which they have been maximised by your destination.
<p><b>Summary</b></p> <p>Although your destination is well established for tourism, it is one that is still growing in popularity and appeal. For this final task you have used a wide range of sources of information that you have obtained independently. This is shown in your bibliography. Some of your sources are also referenced in the text. You have analysed a range of factors relating to the popularity and appeal and these are mainly clear. You have also analysed how the destination has maximised the controllable factors although this tends to be subjective and not substantiated with data.</p> <p>Mark band 3 is best fit. Although the analysis is clear, the analysis of how the destination has maximised controllable factors is a weakness so a low mark from within the range should be awarded.</p>	

**Assessor:**      xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx

**Student:**      xxxxxxxx

**Signature:**

**Date:** xx/xx/xxxx



# Assessment criteria D



## Assignment 4: Introduction

This is the final assignment for this unit. This is an individual assignment. In this assignment you will consider the modes of transport used to get to a destination. You have a choice of scenario for this assignment. The scenario you choose can affect the mark you are able to achieve. Details will be given against each scenario if it limits your potential mark. If you are unsure what this means, you should discuss this with your tutor.

### Scenario

You work as a Marketing Executive for a Tourist Board. You deal with queries that come through on a general email from your website. You receive an email enquiry. You can choose to deal with a straightforward enquiry or a complex enquiry. If you choose the straightforward enquiry, your marks will be limited to mark band 1. If you choose a complex enquiry you could gain the full range of marks, depending on how well you meet the customers' needs.

### Tasks

- 1 Select the either a straightforward or complex enquiry. Notify your tutor.
- 2 Assess the suitability of different modes of transport to a European travel destination for a type of tourist.
- 3 Keep a record of the research you undertake to complete this assignment.

### Assessment evidence

A written assessment of the suitability of different modes of transport to the destination in the scenario. There should also be evidence of the research you have used. This should be at least a bibliography but could include referencing your findings.

### Assessment

On completion of this task, you will be awarded a number of marks. These will contribute towards the marks for this unit. The quality of your work will determine the marks awarded. Your work will be assessed against the following criteria

#### *1–6 marks*

There is some assessment of the suitability of modes of transport to a European travel destination for a tourist as specified in a pen portrait, but evidence is mainly descriptive. Evidence is limited in terms of alternative modes of transport and factors considered. Access to destination might be straightforward and assessment refers to tourists' straightforward needs.

#### *7–9 marks*

There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to some of tourists' complex needs.

#### *10–12 marks*

There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to tourists' has complex needs.

## Submission

Your evidence must be submitted by xx/xx/xxxx. Note requirements in your course handbook related to late submission.



## Scenario

### Customers' straightforward needs: Transport modes

**Customer, Name**

---

To: enquiries@touristboard.net

From: Name Customer

Date: xx/xx/xxxx

Re: Transport

I am planning to visit your destination next year. I am based in London and will be travelling with a group of friends. Can you tell me the best way to get to your destination?

Thanks



# **A level Travel and Tourism**

## **Unit 3 Destination Europe**

### **Assignment 4**

**Student XXX**

## Getting to Amsterdam

The main way of reaching Amsterdam is to fly into Schiphol International Airport, situated 18 kilometres from the city centre. An average flight can take anywhere up to two hours depending on flight conditions and the cost is generally cheap with many no frills airlines such as Easyjet flying there on a regular basis.

Flights to Amsterdam in October with KLM for two adults cost just £69.60 per person including tax, whereas to travel by ferry would cost a lot less plus the price includes accommodation, but much of the time would be spent on board the ship and not at the destination.

Transfers from the airport to the city centre are available upon request although can be quite costly, so it could be a wiser option to use the inexpensive train system which runs every 15 minutes and takes just 15 minutes to reach the city centre.

A taxi can be arranged at a cost and can take anywhere from 20 to 45 minutes depending on road conditions, and might be a safer option for senior citizen travellers.

Travelling by rail can be a relatively cheap way of reaching Amsterdam without having to board flights, witness delays etc, but again this depends on the date of trip, and the possibility that there might be delays with the rail system.

Amsterdam can also be reached via coach through the channel tunnel and then on through France and Belgium, but the journey time is somewhat long, exceeding the time taken by rail or air.

The idea of travelling by coach may appeal to senior citizens, as they may prefer to stay on the ground rather than flying to take in the sights or maybe even to avoid flight or rail delays, but then again sufficient road traffic may also top up the already extended journey time.

Direct journeys by ferry or even a three day cruise where just one day is spent at the destination and the majority of the time is spent sailing are cheap, but generally attract beer drinking youngsters.

Three day cruises at excellent prices are available with P&O Ferries leaving from Hull on a regular basis and are also available from Newcastle and Harwich.

## Assessment feedback

Student name: XXXXXXXXX

<p>d an assessment of the suitability of different modes of transport to a European travel destination for a type of tourist. Details of the type of tourist and their needs and circumstances will be given in a pen portrait. This will include details of their departure point and destination. The tourist might have complex needs and circumstances.</p>						
<p>There is some assessment of the suitability of modes of transport to a European travel destination for a tourist as specified in a pen portrait, but evidence is mainly descriptive. Evidence is limited in terms of alternative modes of transport and factors considered. Access to destination might be straightforward and assessment refers to tourists' straightforward needs.</p>	(1–6)	<p>There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to some of tourists' complex needs.</p>	(7–9)	<p>There is an assessment of the suitability of different modes of transport to a European travel destination for a tourist as specified in a pen portrait. A range of factors and transport modes are considered. Destination may have some difficulty in access. Assessment refers to tourists' has complex needs.</p>	(10–12)	<p>3</p>
<p><b>Assessment of suitability</b></p>	<p>You have chosen to respond to a scenario with straightforward needs. Your destination is easily accessible from the UK using a range of different modes of transport. The evidence submitted is mainly descriptive with little assessment. You have considered different modes of transport. You have failed to note any specific information given by the customer in terms of departure point or number.</p>					
<p><b>Evidence of research</b></p>	<p>You have submitted no evidence of your research. You have other opportunities to show this in one of the other tasks.</p>					
<p><b>Summary</b></p> <p>As you have chosen to deal with a straightforward scenario you are limited to mark band 1. Your work is mainly descriptive with little assessment. You have considered different methods of transport but not always in relation to the customer needs identified. Mark band 1 is best fit. Mid point is appropriate for the evidence</p>						

Assessor: XXXXXXXX

Signature:

Date: xx/xx/xxxx

Student: XXXXXXXX

Signature:

Date: xx/xx/xxxx



## GCE Travel and Tourism – Mark Record Sheet

Centre number:

Centre name:

Candidate number

Candidate name:

<b>Unit 3: Destination Europe</b>						
<b>Assessment requirements</b>	<b>Comments</b>	<b>Mark Band</b>			<b>Centre mark</b>	<b>Edexcel use only</b>
		<b>1</b>	<b>2</b>	<b>3</b>		
a six maps, one for each type of destination. Each map should locate the appropriate European travel destinations popular with UK tourists and highlight the relevant gateways and road and rail routes for these destinations from the UK and for each of the six types of destination, an explanation of the features that differentiate them and the difficulties in categorising some destinations, giving examples	Assignment 1. Part of the task was submitted separately and mark adjusted accordingly. Evidence includes 4 maps and two written reports.	5			5	
b the key features that give destinations appeal to different types of tourist. Recommendations for a European destination that meets the needs of a tourist whose needs and circumstances are given in a pen portrait. These might be complex. A description of the main features that give the recommended destination appeal and an explanation of how it meets the needs of the tourist specified	Assignment 2. Evidence is assignment checklist, scenario used and student notes prepared for role play.		12		12	
c research undertaken to complete all tasks and an analysis of the factors that have led to the growth in popularity and appeal of one European travel destination and how the destination has controlled factors to maximise their appeal and popularity	Assignment 3. Written report on Madrid.			13	13	
d an assessment of the suitability of different modes of transport to a European travel destination for a type of tourist. Details of the type of tourist and their needs and circumstances will be given in a pen portrait. This will include details of their departure point and destination. The tourist might have complex needs and circumstances	Assignment 4. Evidence is written report and scenario	3			3	
<b>Final Total</b>					<b>33</b>	

I confirm the evidence presented and marked is the authentic work of the candidate stated above.

Assessors name and signature:

Candidate signature:

Date: xx/xx/xx





# Moderator's commentary on learner's assessed work

## Assignment 1

Assignment is set in a realistic vocational context. Tasks set are appropriate to assessment evidence requirements. The requirement to include details of physical features in Task 1 is not specified in the assessment evidence requirements. The assessor has created an additional assessment requirement that is not needed and any work produced would not add to the mark awarded. The section on assessment evidence clearly summarises the requirements. This section also gives the learner the opportunity to select the method of demonstrating their knowledge and understanding, allowing for differentiation. Details of how marks are awarded are clearly shown.

Maps are submitted but there are only four and they do not use the categories in the specification. Some headings are relevant. For the headings given, the choice of destinations is appropriate. Gateways are identified but not rail and road routes.

Features of destinations are described using appropriate category headings from the specification. They have sufficient detail to differentiate between the features of each category. They have also submitted a brief explanation of why it is difficult to categorise destinations.

The assessor has used Edexcel documentation. They have provided the learner with clear and detailed feedback. The statements clearly justify the mark awarded by making clear reference to the best-fit choice of Mark Band and the award of marks from within the range.

Maps are not produced for each type of destination and the maps that are produced only show gateways and not major road and rail routes. Features in each category are described and not explained. There is an explanation of the difficulties of categorising but this is brief and mainly superficial. Overall there are no significant elements of Mark Band 2 in the evidence and the Mark Band 1 descriptor is overall best fit. Mid-point is 5. There are significant weaknesses in the maps but the descriptions of features have some detail and clearly differentiate types. Overall, strengths compensate for weaknesses and 5 is the appropriate mark.

**Centre mark: 5**

**Moderator mark: 5**

## Assignment 2

Assignment is set in a realistic vocational context. Tasks set are appropriate to assessment evidence requirements. The section on assessment evidence clearly summarises the requirements. The assignment also gives the learner the opportunity to select the way they want to present their evidence. They are also given the choice about the complexity of the pen portrait they want to deal with and therefore gain higher marks.

The assignment also recommends that the learner collects evidence of their research. This relates to Task 3. This is an example of good practice as it gives the learner the opportunity to start working towards this requirement early in the unit. They could potentially build on this in subsequent tasks to produce a composite bibliography showing a range of different sources.

Evidence presented is an assessment checklist, completed by an assessor, based on their observation of learner performance in a role-play. There is also a written report on the selected destination produced by the learner.

The assessment checklist has been produced to focus on the needs of the customer. As a result the assessor has shown how the learner has addressed all the needs of the customer. The comments made focus on the command verbs and level of detail given by the learner. They also highlight weaknesses.

The written report is a detailed description of the features of the destination. It appears that in an attempt to allow the learner to achieve Mark Band 3 the assessor has asked them to research a destination in detail and then given them the pen portrait so that they can extract the relevant information to present to the customer. In essence this makes it more difficult for the learner. It would seem that the learner has then highlighted the parts of their report that are relevant to the pen portrait needs. As a result the report has too much irrelevant information that cannot gain any credit.

The assessor has produced their own assessment checklist for the role play. They have identified the key features they should be looking for when making an assessment decision. Their completion of the comments section has some use in that it makes some reference to the statements in the mark bands. Some, however, are not qualitative in that it states what is mentioned but not the depth or how the learner has shown the link to customer needs. For instance, the transport section states: 'Good public transport. Boat trips. Excursions. Mainly described.' Are they saying that the learner gave a good description of public transport or that they simply said there was good public transport? A better commentary from the assessor could have been: 'Public transport, both bus and train, described in some detail, with reference made to travelling with small children. Boat trips mentioned but not described. Excursions mentioned. One was described in detail but no reference to how it met their needs.'

The assessor has used Edexcel feedback sheet. This provides detail on learner performance and effectively provides additional evidence to support the mark awarded. The statements clearly justify the mark awarded by making clear reference to the best-fit choice of mark band and the award of marks from within the range.

There are a number of irrelevancies in the evidence, mainly in the report. There is an explanation of how the features of a destination meet the needs of the tourist. Much of this is thorough. There are some links between the features available in the destination and the needs of the tourist. The learner has dealt with a pen portrait with complex needs. Although there are some elements of Mark Band 3 evident in the work, holistically Mark Band 2 is best fit. If only using the assessment checklist and report, there would be insufficient evidence to support a mark higher than the mid-point. However, considering the comments made on the feedback sheet, the assessor has made a clear justification as to why the highest mark from the range should be awarded.

**Assessor mark: 12**

**Moderator mark: 12**

## Assignment 3

Assignment is set in a realistic vocational context. Tasks set are appropriate to assessment evidence requirements. The section on assessment evidence clearly summarises the requirements. The assignment also gives the learner the opportunity to select the way they want to present their evidence.

Again, the assessor has shown good practice by giving the learner guidelines within the assignment, this time by setting Task 4, which asks the learner to reference their sources within their work. Although this is not specified in the assessment evidence, they are allowing opportunity for Mark Band 2 achievement.

The learner has selected Madrid as a destination to research. They have clearly used all of the headings in the specification in order to analyse the popularity and appeal. All content is clearly presented as it relates to the heading. Sources are referenced throughout and summarised in a bibliography. Each section has analysis on appeal and gives details on how the destination attempts to maximise appeal but the analysis of this is limited.

The assessor has used Edexcel feedback sheets. Feedback is limited but does reflect the fact that the learner has achieved Mark Band 3 and there would be little need to give more detail on this.

A range of sources have been obtained and used. The assessor has confirmed on the feedback sheet that this has been undertaken independently. Much of the evidence of research has been referenced. There is an analysis of a range of factors. Madrid as a destination is not one that would normally be considered as having recently become popular; however, the evidence presented by the learner indicates otherwise. Much of the analysis relates to current and relevant information. Mark Band 3 is best fit. The analysis of how the destination has maximised its appeal is a weakness and therefore a low mark from the range is appropriate.

**Assessor mark: 13**

**Moderator mark: 13**

## Assignment 4

Assessment is set in a realistic vocational context responding to an email enquiry. Although this is appropriate, it does limit the potential for the learner to present their evidence in different formats. The task requires a written response. The assignment also provides a further opportunity for the learner to give evidence of their research, which could be used to enhance existing evidence for Assignment 3. The learner was given a choice of working with a complex or straightforward task. Although the assignment does say that the choice of pen portrait could affect the mark you are able to achieve, it also says that details will be given against each pen portrait if it limits your potential mark. This was not, however, the case. The straightforward pen portrait does not state that the mark awarded must be limited if chosen and therefore the learner potential for achievement was restricted.

Very limited evidence is presented from the learner. It does describe different modes of transport but not specifically related to London departures, in fact mentions Hull and Newcastle. There is some detail provided.

Assessor has used Edexcel feedback sheets. Feedback is limited but relevant. Feedback justifies the mark awarded.

As the learner has chosen to work with a straightforward pen portrait, they can be awarded marks from Mark Band 1. Work is mainly descriptive with little assessment and no link to the tourist needs. There are no strengths to take this beyond the mid-point.

**Assessor mark: 3**

**Moderator mark: 3**

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