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# Pearson Higher Nationals in

## International Travel and Tourism Management

### EXAMPLE ASSESSMENT BRIEF

Unit: 1 The Contemporary Travel and Tourism Industry

For use with the Higher National Certificate and  
Higher National Diploma in International Travel and Tourism Management

Brief Number: 1

First teaching from September 2018

**Issue 1**



## **Edexcel, BTEC and LCCI qualifications**

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# Higher National Certificate/Diploma in International Travel and Tourism Management

## Example Assessment Brief

Student Name/ID Number	
<b>Unit Number and Title</b>	<b>1 The Contemporary Travel and Tourism Industry</b>
Academic Year	
Unit Tutor	
<b>Assignment Title</b>	<b>A history of, and current trends in, the travel and tourism industry</b>
<b>Issue Date</b>	
Submission Date	
IV Name & Date	

### Submission Format

This submission is in the form of a presentation and a series of comprehensive factsheets that are appropriate and suitable for use at a professional graduate recruitment fair. This is to be completed in pairs.

A 10-minute PowerPoint presentation in pairs, with supporting notes. Your research should be referenced using the Harvard referencing system. Provide a bibliography using the Harvard referencing system. The recommended word limit is 1000 words.

Factsheets should be professional in style and presentation format and emphasise key points concisely, using tables, bullet points and/or headings, on a single printed page. Bold font, text boxes and graphics add emphasis.

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### Unit Learning Outcomes

**LO1** Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience

**LO2** Explain the factors driving tourist behaviour

**LO3** Determine current patterns and key trends in travel and tourism

**LO4** Discuss the factors affecting the current levels of popularity of different global destinations

### Assessment Brief and Guidance

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#### Scenario and Activity:

You are working as an assistant consultant in the travel and tourism industry and are well known for your understanding of the sector, not just within the UK but on a global scale. You have been approached by an events company organising a national travel and tourism graduate recruitment fair and asked if you can support the event by both delivering a key note presentation and contributing to the event publication that will be distributed to all delegates.

For the publication, you are asked to prepare a pack of factsheets to provide a history and overview of the travel and tourism industry. Specifically, the organisers would like you to discuss the development of the travel and tourism industry and analyse the different sectors that make up the tourism experience.

In terms of the key note presentation, the focus is on tourism trends. The organisers would like you to provide a critical evaluation of links between the key drivers of tourism behaviour and the popularity of different tourism destinations and experiences. The presentation will include insight into different models of motivation and the key drivers of tourism behaviour that have led to current and emerging trends.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
<b>LO1</b> Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience		<b>D1</b> Critically evaluate the inter-relationship between the different elements of the travel and tourism industry and demonstrate how a weakness in any one element can impact on the overall tourist experience
<b>P1</b> Discuss key milestones in the development of the travel and tourism industry and how they have shaped the travel and tourism industry <b>P2</b> Identify the different elements of the travel and tourism industry and explore how they interrelate to create the tourist experience	<b>M1</b> Analyse the discrete role of each key element of the travel and tourism industry and evaluate how the different elements interact to provide a tourism experience	
<b>LO2</b> Explain the factors driving tourist behaviour		<b>LO2, LO3 and LO4</b> <b>D2</b> Critically evaluate the link between the key drivers of tourist behaviour and the popularity of different tourism destinations and experiences
<b>P3</b> Determine the different factors that affect tourism behaviour <b>P4</b> Explain models of motivation and how they influence the consumer decision- making process	<b>M2</b> Assess the factors underpinning tourist behaviour and evaluate their impact on the decision- making process	
<b>LO3</b> Determine current patterns and key trends in travel and tourism		
<b>P5</b> Identify recent and emerging patterns and trends in the international	<b>M3.</b> Analyse recent patterns in international travel and tourism and highlight their significance to the	

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travel and tourism industry	development of the global travel and tourism industry	
<b>LO4</b> Investigate the factors affecting the current levels of popularity of different global destinations		
<b>P6</b> Examine the factors affecting the popularity of a range of global destinations	<b>M4</b> Analyse the factors affecting the popularity of different destinations and assess their relative level of importance to a destination's popularity	

**Pearson**  
**Higher Nationals in**  
**International Travel and Tourism**  
**Management**

**EXAMPLE ASSESSMENT BRIEF**

**Unit:** 2 Managing the Customer Experience

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Brief Number: 1

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# Higher National Certificate/Diploma in International Travel and Tourism Management

## Example Assessment Brief

Student Name/ID Number	
<b>Unit Number and Title</b>	<b>2 Managing the Customer Experience</b>
Academic Year	
Unit Tutor	
<b>Assignment Title</b>	<b>Enhancing the customer experience</b>
<b>Issue Date</b>	
Submission Date	
IV Name & Date	

### Submission Format

This submission is in the form of an individual 15-minute presentation using relevant software, with 5 minutes allocated for questions. The presentation slides and speaker notes should be submitted as one copy. Students are required to make effective use of Microsoft® PowerPoint headings, bullet points and subsections as appropriate. Research should be referenced using the Harvard referencing system. Students should also provide a bibliography using the Harvard referencing system. The recommended length is 1500–2000 words, including speaker notes, although students will not be penalised for exceeding 2000 words.

The presentation is in two parts. The second part is the customer experience map. This is a visually engaging infographic that illustrates the stages of the customer journey and should include the building blocks of Doing, Thinking and Feeling.

### Unit Learning Outcomes

**LO1** Explain the needs and expectations of market segments for the service industry

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**LO2** Explore the customer experience map to create business opportunities and optimise customer touch points

### Assignment Brief and Guidance

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#### Scenario and Activity:

You have been employed as a guest relations executive in [named organisation/an organisation of your choice – your own place of work if appropriate]. Your remit is to coordinate and manage communication between guests and the hotel to ensure seamless operation and to continuously assess guest satisfaction to maintain and improve service and product quality to the highest standards. New team members have been recruited, and in order to introduce them to their roles you have been asked to help with the induction programme.

Your first task is produce and present a presentation entitled 'The value and importance of understanding the needs, wants and preferences of target customer groups for hospitality services'.

This presentation will:

- Explain why the organisation carries out market segmentation and customer profiling activities to determine its 'target market'
- Examine the different ways in which customers can be profiled, and how the wants, needs and expectations of the 'target market' drive the products and services offer of the organisation
- Evaluate the drivers of customer engagement across a broad range of different target customer groups
- Conclude by reviewing the different strategies that are employed for on-boarding these diverse customers.

You will also produce and present a customer experience map for the organisation as part of the presentation.

This map should:

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- Fully document the customer's journey from first contact with the organisation to exit
- Identify all of the touch points when customers interact with the business.

In presenting the customer experience map you will need to discuss and examine the activities and actions taken at each customer touch point and draw conclusions as to how the organisation can optimise each of the customer touch points to influence the behaviour, responses and actions of its staff to enhance the customer experience.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
<b>LO1</b> Explain the needs and expectations of market segments for the service industry		<b>D1</b> Evaluate a broad range of different target customer groups' needs and expectations in terms of customer engagement for a service sector organisation
<p><b>P1</b> Explain the value and importance of understanding the needs, wants and preferences of target customer groups for a service sector industry</p> <p><b>P2</b> Explore the different factors that drive and influence customer engagement of different target customer groups within a service sector organisation</p>	<p><b>M1</b> Review how customer engagement factors determine customer on-boarding strategies for different target customer groups within a service sector organisation</p>	
<b>LO2</b> Explore the customer experience map to create business opportunities and optimise customer touch points		<b>D2</b> Analyse how a service sector organisation can optimise each of the customer touch points to influence the behaviour, responses and actions of its customers to enhance the customer experience
<p><b>P3</b> Create a customer experience map for a selected service sector organisation</p> <p><b>P4</b> Discuss how the customer touch points throughout the customer experience create business opportunities for a selected service sector organisation</p>	<p><b>M2</b> Create a detailed customer experience map that charts the customer journey model and examines the activities and actions taken at each customer touch point to create business opportunities for a selected service sector organisation</p>	