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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	
Unit Number and Title	1 The Contemporary Travel and Tourism Industry
Academic Year	
Unit Tutor	
Assignment Title	A history of, and current trends in, the travel and tourism industry
Issue Date	
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

*Please note that assignment guidance is for reference only and should be more specific in detail to meet customised needs.

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
LO1 Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience		D1 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
P1 Discuss key milestones in the development of the travel and tourism industry and how they have shaped the travel and tourism industry P2 Identify the different elements of the travel and tourism industry and explore how they interrelate to create the tourist experience	M1 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	
LO2 Explain the factors driving tourist behaviour		LO2, LO3 and LO4 D2 Critically evaluate the link between the key drivers of tourist behaviour and the popularity of different tourism destinations and experiences
P3 Determine the different factors that affect tourism behaviour P4 Explain models of motivation and how they influence the consumer decision- making process	M2 Assess the factors underpinning tourist behaviour and evaluate their impact on the decision- making process	
LO3 Determine current patterns and key trends in travel and tourism		
P5 Identify recent and emerging patterns and trends in the international	M3. 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	
LO4 Investigate the factors affecting the current levels of popularity of different global destinations		
P6 Examine the factors affecting the popularity of a range of global destinations	M4 Analyse the factors affecting the popularity of different destinations and assess their relative level of importance to a destination's popularity	

EXAMPLE

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

First teaching from September 2018

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Higher National Certificate/Diploma in International Travel and Tourism Management

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	2 Managing the Customer Experience
Academic Year	
Unit Tutor	
Assignment Title	Enhancing the customer experience
Issue Date	
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
LO1 Explain the needs and expectations of market segments for the service industry		D1 Evaluate a broad range of different target customer groups' needs and expectations in terms of customer engagement for a service sector organisation
<p>P1 Explain the value and importance of understanding the needs, wants and preferences of target customer groups for a service sector industry</p> <p>P2 Explore the different factors that drive and influence customer engagement of different target customer groups within a service sector organisation</p>	<p>M1 Review how customer engagement factors determine customer on-boarding strategies for different target customer groups within a service sector organisation</p>	
LO2 Explore the customer experience map to create business opportunities and optimise customer touch points		D2 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>P3 Create a customer experience map for a selected service sector organisation</p> <p>P4 Discuss how the customer touch points throughout the customer experience create business opportunities for a selected service sector organisation</p>	<p>M2 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>	