



Pearson BTEC Sample Set Assignment Brief

Single Part Assessment

Unit 1 – The Travel and Tourism Industry

For use with:

Pearson International BTEC Level qualifications in Travel and Tourism

Certificate / Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma

Advised Supervised hours	9 hours
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For completion by the centre

Qualification (select as appropriate)	Certificate / Extended Certificate / Foundation Diploma / Diploma / Extended Diploma
Assessment date	



Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 9 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

Outcomes for Submission

Learners may submit handwritten or word-processed evidence.

Learners must submit their own, independent work as detailed in the set assignment brief, together with notes prepared. Each learner must complete an authentication sheet.



Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete these activities including time to gather your research.

Your notes should:

- be individually and independently prepared by you
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.



Set Assignment

You must complete ALL activities

ACTIVITY 1: Independent Research

You are required to independently research:

- a) One airline that operates international flights from your country.

Your research should cover the following for your chosen airline:

- ownership, aims and role
- products and services offered
- routes operated
- passenger types and numbers
- technology used by chosen airline in the terminal
- factors affecting your chosen airline

- b) Tourism statistics for your country.

Your research should cover the following for your chosen country:

- visitor numbers by type of tourism
- origin and destinations of airline passengers
- value of domestic tourism to the economy of your country
- value of inbound tourism to the economy of your country
- contribution of tourism to gross domestic product (GDP)
- world Ranking of your country by visitor numbers

Statistics must be within the last 10 years.

You may wish to consider researching from journals, websites, consultancies and any other appropriate tourism sources

You will use the researched information on your chosen airline and your country's statistics together with the taught unit content to complete the set assignment.



ACTIVITY 2: Article for travel magazine
Based upon the results of your research for your chosen airline, write an article for a travel magazine. Your article should include the following: • types of travel that are offered by the airline • how well the airline meets the needs of its customers • the importance of tourism to the economy of your country supported by statistics
This activity covers learning aims A and B. A.P1, A.P2, A.M1 B.P3, B.M2, B.D1

ACTIVITY 3: Plans for expansion
Scenario Your chosen airline is considering operating inbound flights from a range of new destinations into your home country. To do this, your chosen airline is planning to work with the National Tourist Board of your country. The main aims of the National Tourist Board: • To increase inbound visitor numbers • To promote a positive image of the country internationally. Prepare a report which will include • The relationship between the aims, roles and products and services of your chosen airline and the National Tourist Board • The advantages and disadvantages for both organisations of working together • How technology could be used to achieve the aims of both organisations.
This activity covers learning aim C. C.P4, C.P5, C.P6, C.M3, C.M4, C.D2



ACTIVITY 4: Responding to the unexpected
Scenario Within the last six months, an airline has had to make two emergency landings. Safety concerns are one factor affecting airlines. You have been asked by your manager to research two other factors that could affect your chosen airline Prepare an email to your manager which should include the following: • Details of two other factors that could affect your chosen airline • Recommendations of how your chosen airline could respond to these two other factors. You must justify your recommendations.
This activity covers learning aim D D.P7, D.M5, D.D3