

Imberhorne School Travel and Tourism level 3 Assignment brief – QCF BTEC

Assignment front sheet

Qualification		Unit number and title	
Travel and Tourism level 3		Unit 3: The UK as a destination	
Learner name		Assessor name	
		Ms Cathy Kenefick	
Date issued	Hand in deadline		Submitted on
15 Jan 2018	12 Feb 2018		

Assignment title	"Destination UK"
In this assessment you will have opportunities to provide evidence against the following criteria. Indicate the page numbers where the evidence can be found.	

Criteria reference	To achieve the criteria the evidence must show that the learner is able to:	Task no.	Evidence
P2	Describe the needs of inbound and domestic visitors to UK destinations.	1	
P3	Research and describe the key features of three different types of UK destinations.	2	
M1	Analyse how <u>one</u> UK destination <u>attracts</u> inbound and domestic visitors and <u>meets their needs</u> .	2	
D1	<u>Evaluate</u> the effectiveness of <u>one</u> UK destination in attracting and meeting the needs of these visitors. Make <u>recommendations</u> for addressing gaps or weaknesses in provision.	3	

Learner declaration
I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

Learner signature:

Date:

Assignment brief

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Assignment title	
"Destination UK"	
<u>Scenario</u> Following on from the last task your manager asked you to do, you are now asked to produce a report describing the main needs of domestic and inbound tourists to UK destinations. You are then asked to describe the key features of different UK destinations, identifying whether they would attract domestic or inbound tourists (or both!).	
<u>Task 1:</u> Your teacher will give you four pen portraits of different types of visitor to the UK. Two will be domestic and two will be inbound visitors. You then have to complete an illustrated report for each one which identifies their specific needs. You need to match the needs to each of the following, supported by real examples. Ensure you match each to the following; • Accommodation • Transport • Information • Accessibility to Locations • Level of customer service required • Standard of facilities • Value for Money • Activities • Costs	

Task 2:

You must select three contrasting destinations, a seaside resort, a countryside area and an historical town. For this task you must write an **illustrated report** on Brighton, Snowdonia and Cambridge.

You should look at what attractions there are in and around each one and whether they would attract domestic or inbound tourists (or both).

You must include the following for each destination: -

- Range of accommodation
- Built attractions (museums, stately homes, theme parks etc.)
- Natural attractions (Beaches, seas, views, forests, mountains etc.)
- Cultural festivals (food, nightlife, gay pride, festivals)
- Restaurants
- Sports and leisure (participant or spectator)
- Entertainment (Theatre, concerts)
- Shopping areas
- Local transport

Initially you should gather information to help you with your report. This could be **completed using a table**. Bibliography of sources

Task 3:

You must choose one of the destinations in Task 2.

You are required to **write a detailed report** on this destination.

- You must complete this task with a focus on different customer types, look at task 2 and pick two types of domestic and two types of inbound visitor.

- Look in detail at the attractions in the destination that you have chosen. You must be clear about the range of activities i.e. Brighton pier has the Fun Fair, The Dome amusement arcade, Madame Letour's palm reading etc. A detailed description of each is required.
- For each you must relate them to the needs of the four different customer types. Many will be for all of them but others may be specific to one customer type.
- An important element is to highlight how effective they are at meeting the needs of the customers. In addition, recommendations should be made for attractions that you think are not currently provided but would meet the needs of each customer type.

This provides evidence for [P2, P3 and part of P5, M1 and D1]

Evidence checklist

Report covering task 1, 2 and 3	
Table with research	

Sources of information

[insert useful publications, websites, etc.]