

Travel and Tourism BTEC CERTIFICATE - Assessment Success Checklist

Assessment and unit number	Assess Title	Assessment Outline (what you do)	Grading criteria	How to reach a higher grade
Unit 1 Travel and Tourism Industry 1	Identify types of travel	Using a grid - <u>describe</u> types of travel and give examples e.g. Business, Inbound etc	Pass 1	
Unit 1 Travel and Tourism Industry 2	Identify the jobs of different organisations	Colour a grid to <u>identify</u> which companies work together e.g. in the inbound sector car hire and airports	Pass 2	
Unit 1 Travel and Tourism Industry 3	Changes in development of the Travel and Tourism industry since 1945	Cut and paste a timeline of changes in T+T Write postcards from different times since 1945 <u>describing and explaining</u> what has changed and why.	Pass 4 Pass 5 Merit 2 (Distinction 1)	To achieve D1 <u>evaluate</u> how habits have changed structure of industry today
Unit 1 Travel and Tourism Industry 4	Identify connections between different organisations	Look at two groups of three images and <u>describe</u> the connection e.g. a tourist needs travel insurance and money (Forex) before going on holiday (plane)	Pass 3 (Merit 1)	To achieve M1 <u>explain</u> the relationship between organisations e.g. why and how are they connected?
Unit 1 Travel and Tourism Industry 5	Legislation and issues since 1945	PowerPoint presentation <u>describing and explaining</u> issues affecting the travel and tourism industry e.g. SARS, Terrorism etc	Pass 6 Merit 3 (Distinction 2)	To achieve D2 <u>assess</u> how organisations have responded to issues e.g. extra checks at airports...
Unit 2 Customer service 1	The benefits of customer service to organisations	Grid with info <u>describe</u> who deals with customer service directly/ indirectly in different organisations	Pass 1 (Merit 1) (Distinction1)	To achieve M1 <u>compare policies, processes and resources</u> in two T+T organisations for different customer needs D1 <u>evaluate</u> M1 and suggest improvements to customer service

Unit 2 Customer service 2	Needs of different customer types	<u>Identify</u> and match customer needs with different customer types in a grid	Pass 2	
Unit 2 Customer service 3	Training and information in good and bad customer service	A poster <u>describing and explaining</u> good skills in customer service	Pass 3 (Merit 2)	To achieve M2 <u>explain</u> how skills in and techniques can improve customer service
Unit 2 Customer service 4	How can customer service be measured?	A written task to <u>identify</u> reasons for measuring customer service.	Pass 4	
Unit 2 Customer service 5	Customer service situations	Role-plays showing different customer service situations in a tourist information office	Pass 5 Merit 3 (Distinction 2)	To achieve D2 <u>evaluate</u> your own performance in role plays and suggest ways to improve your customer service skills
Unit 3 UK Travel and Tourism 1	UK map	A UK map <u>showing</u> the location of important UK destination types (e.g. seaside, historic, ports)	Pass 1	
Unit 3 UK Travel and Tourism 2	Appeal of different destinations: Focus on London	A3 paper with a collage of images <u>describing</u> the appeal of London for TWO types of visitor	Pass 2 (Merit 1) (Distinction 1)	To achieve M1 <u>investigate</u> and suggest ideas why destinations appeal to different visitors e.g. Theme Park - young people because its exciting To achieve D1 give suggestions for a UK destination to increase its appeal to different visitor types e.g. Thorpe Park = ornamental garden - Elderly visitors

<p>Unit 3 UK Travel and Tourism 3</p>	<p>London five day guide</p>	<p>A booklet to <u>describe</u> activities, accommodation and transport for a specific visitor type. <u>Justify</u> why you chose this programme</p>	<p>Pass 3 Pass 4 Merit 2 Merit 3 (Distinction 2)</p>	<p>Oral assessment of M2 and M3</p> <p>To achieve D2 <u>recommend</u> ways that the holiday could be changed to meet the needs of different types of customer</p>
<p>Unit 3 UK Travel and Tourism 4</p>	<p>UK five day guide</p>	<p>Plan and describe a 5 day journey with activities around the UK for a visitor type <u>Justify</u> why you chose this route and activities</p>	<p>Pass 3 Pass 4 Merit 2 Merit 3 (Distinction 2)</p>	<p>Oral assessment of M2 and M3</p> <p>To achieve D2 <u>recommend</u> ways that the holiday could be changed to meet the needs of different types of customer e.g. don't go to LegoLand for a Family with teenagers go to Thorpe Park instead</p>
<p>Unit 3 UK Travel and Tourism 5</p>	<p>UK destination guide</p>	<p>A PowerPoint or poster presentation <u>describing</u> ONE UK destination - activities, place to stay, how to get there etc. <u>Justify</u> why you chose this place for your visitor type</p>	<p>Pass 3 Pass 4 Merit 2 Merit 3 (Distinction 2)</p>	<p>Oral assessment of M2 and M3</p> <p>To achieve D2 <u>recommend</u> ways that the holiday could be changed to meet the needs of different types of customer</p>