

## Travel and Tourism BTEC DIPLOMA - Assessment Success Checklist

Assessment and unit number	Assess Title	Assessment Outline (what you do)	Grading criteria	How to reach a higher grade
Unit 4 European Travel and Tourism 1	Map of European resorts and destinations	A Europe map <u>showing</u> the location of important destinations types (e.g. summer sun, winter sports, ports)	Pass 1	
Unit 4 European Travel and Tourism 2	Factors that affect the appeal of different destinations	TWO flyers <u>describing</u> the appeal (attractions) of a European city and resort destination	Pass 2 Pass 4 (Merit 1)	To achieve M1 <u>explain</u> the appeal of two different types of European destination
Unit 4 European Travel and Tourism 3	Planning holidays to European destinations	Plan THREE holidays meeting the needs of different customers. Provide information on destinations and give price of total trip	Pass 3 Pass 4 (Merit 2) (Merit 3)	To achieve M2 <u>explain</u> how the holiday you chose meets the needs of your customer  To achieve M3 work <u>independently</u> and use a <u>range of resources</u> to provide information for customers
Unit 5 Marketing in Travel and Tourism 1	Newspaper advertising	Choose 3 newspaper adverts. Highlight the 4Ps M1 <u>explain</u> how the 4Ps are used by organisations e.g. Bold headline is good to describes the product clearly	Pass 1 Pass 4 Merit 1 (Merit 3 Distinction 2)	To achieve M3 give positives/ negatives of promotional material  To achieve D2 evaluate how effective promotional material is for a specific target market and suggest improvements
Unit 5 Marketing in Travel and Tourism 2	Remarketing of the Hotel Sea View	Using the principles of marketing to meet the marketing objectives	Pass 1 Pass 2 Merit 1	

<b>Unit 5</b> Marketing in Travel and Tourism 3	Restaurant promotional poster	Produce an advert to promote an organisation	<b>Pass 5</b>	
<b>Unit 5</b> Marketing in Travel and Tourism 4	Market research task	To make and ask a questionnaire about a Travel and Tourism product/ service/ issue	<b>Pass 3</b> <b>(Merit 2)</b> <b>(Distinction 1)</b>	To achieve M2 explain why your market research is suitable for the investigation  To achieve a D1 make conclusions from market research and suggest appropriate changes
<b>Unit 8</b> Planning visits in Travel and Tourism 1	Where do you find information to plan holidays?	To find sources of information to plan THREE holidays for different customer types - brochures, internet, travel guides	<b>Pass 1</b>	
<b>Unit 8</b> Planning visits in Travel and Tourism 2	Planning holidays	Using different sources of information plan THREE holidays for different customers	<b>Pass 2</b> <b>(Merit1)</b> <b>(Distinction 1)</b>	To achieve M1 give a list of sources for your information. <u>Explain</u> how it helped plan the trips  To achieve D1 evaluate your trips. How did the trips meet the customer needs? What could be improved?
<b>Unit 8</b> Planning visits in Travel and Tourism 3	Planning a PA trip	In groups plan a school trip to Thorpe Park. Describe the different aims, tasks involved and possible problems. Create an itinerary for the day	<b>Pass 3</b> <b>Pass 4</b> <b>(Merit 2)</b>	To achieve M1 provide evidence you planned a trip - risk assessment, enquiry sheet etc.
<b>Unit 8</b> Planning visits in Travel and Tourism 4	Review of planning trips	Describe THREE techniques used to plan the trip e.g. using SMART objectives, GANTT chart and a code of conduct	<b>Pass 5</b> <b>(Merit 3)</b> <b>(Distinction 2)</b>	To achieve M3 explain how this task can help you in your personal and career development  To achieve D2 evaluate the planning of your trip - what would you do differently next time?