

SAMPLE ASSESSMENT MATERIAL

UNIT 2 - INTRODUCTION TO DESTINATIONS AND ATTRACTIONS



Unit 2 Level 1 Introduction to destinations and attractions

Sample assessment material - information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances. This assessment has been written as if it has been prepared by the Lead Assessor at the Consortia who has given it to the teacher to deliver.

Overview

The purpose of this assessment is for learners to demonstrate their skills in selecting relevant information from information sources about visitor attractions and destinations. They will then use this information to create two booklets for *Buckingham-Smith Travel*, advertising 1 UK and 1 worldwide destination to inform *Buckingham-Smith Travel*'s customers of attractions in the area and show their knowledge of the impact that tourism can have on destinations and attractions by advising the customers how they can be responsible visitors.

Time

Learners will have 8 hours to complete this assignment.

- 1 hour should be spent selecting the relevant information needed to create the booklets
- 4 hours should be spent creating the booklet
- 3 hours should be spent writing the section on how to be a responsible traveller

Resources

Learners will need access to a wide variety of resources to inform their knowledge of major destinations and the features of these destinations. Learners will need access to a wide variety of resources so that they can demonstrate their knowledge and ability of how to use, and judge the relevance of, information sources.

Supervision

Learners may carry out the information finding part of this assignment unsupervised. Learners must, however, detail where they found any information and submit the raw data to ensure the work was their own and they did not receive help. The remainder of the assignment, including the writing up of the booklets and the details on how to be a responsible traveller must be supervised.

Collaboration

This assessment has not been devised for teamwork purposes. Learners should work independently.

Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Level 1 Unit 2: Introduction to Destinations and Attractions

Sample assessment material – information for learners

Assignment overview

In this assessment you will be using your skills to select relevant information to produce two information booklets about UK and worldwide travel destinations and attractions.

You have been asked to do this by Buckingham-Smith Travel, a local tour operator, who are keen to tell their customers about the holidays that they offer and also how they can be responsible travellers.

You have been provided with some information from the tour operator which you must read before you start work on the booklets.

Time

You will have 8 hours to complete the assignment.

- 1 hour should be spent selecting the relevant information needed to create the booklets
- 4 hours should be spent creating the booklets
- 3 hours should be spent writing the section on how to be a responsible traveller

Assignment Brief

At *Buckingham-Smith Travel*, we offer holidays to a variety of destinations across the UK and worldwide. These holidays attract customers who like to select their holiday destination not just for sun and sand but to experience a different culture, scenery, or type of environment.

To help the customers make the best choice, we prepare information booklets on individual destinations to give a flavour of each destination. As we want to encourage travellers to be aware of how they can be responsible visitors, the booklets also include hints and tips about things to consider in order to be a responsible visitor and avoid causing a negative impact to the destination.

These booklets are made available to customers either by post or on the website and need to be regularly updated to include the most current information. Sources of information are identified to help the next reviewer with their work, and suggestions made to enable customers to find additional sources of information should they wish to find out more about their destination of choice.

We would like you produce two information booklets. These booklets will be made available to customers once they have booked their holiday abroad and before they travel. It is vital that the booklets produced for Buckingham-Smith Travel explain the required information in a clear, exciting and engaging way so that visitors to the destinations are as informed as possible.

Tasks

1. You must create **two** information booklets, one focused on a UK destination and one on a world-wide destination, which will be distributed to *Buckingham-Smith Travel* customers.

The information booklets must include:

- information on the main features and attractions of your chosen destinations.
 - relevant maps and diagrams locating the major features and attractions.
 - an outline of the factors which affect visitor numbers to the destination and the impact this has on the area.
 - a description of the information sources which you used and why these sources of information were relevant to creating the information booklets
 - details of where customers can find more information.
2. Each booklet must also contain a section on how the customers can be responsible travellers when visiting destinations. In your booklets, you must include information on:
- the main impacts visitors can have on a destination
 - how visitors can reduce the negative impacts when visiting their chosen destinations.
3. You must also include information on other similar destinations that customers may find of interest based on the destination that they have selected.
- Clearly label the alternative destinations on the blank world map provided to you by your teacher/assessor and include it with your booklet
 - Give reasons why the alternative destinations may be appropriate for customers.