

SAMPLE ASSESSMENT MATERIAL

UNIT 6 - PROMOTIONAL TECHNIQUES IN TRAVEL AND TOURISM



Unit 6 Promotional Techniques in Travel and Tourism Level 2

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 assignment is to allow learners the opportunity to exhibit a range of skills, such as being able to make recommendations, which will assist them when promoting products and services in the travel and tourism sector.

Learners will demonstrate their knowledge of how the promotion and sales of products and services are intrinsically linked to the profitability of a business. Learners will achieve this through recommending a suitable promotional technique to the employer, demonstrating their understanding of factors that determine suitable methods and channels of distribution for promotional activities.

Time

Learners will have a total of 8 hours to complete the assignment:

- 2 hours of this time should be spent preparing an initial proposal.
- 30 minutes should be given to presenting the initial ideas and listening to feedback.
- The remaining 5 hours and 30 minutes should be spent preparing the final report.

Supervision

Learners must be supervised when preparing and making their presentations of their initial recommendations to SLS travel, when adapting and delivering adapted proposals and when writing up or delivering their evaluations in an acceptable format.

It is acceptable for learners to undertake their presentations off site provided that either you or another appropriate adult supervises and completes a witness statement with all the relevant information necessary for a judgement to be made about how each individual learner has met the assessment criteria.

Collaboration

This assessment has not been designed for teamwork purposes. Learners will work on their own in order to produce recommendations to present to the SLS Travel Manager and when preparing their reports to be submitted for marking.

Roles

The manager of SLS Travel will work with you to set the assignment brief.

The manager of SLS Travel will return to work alongside you to offer the learners' feedback on their initial proposals. You must offer feedback to all learners so that they can adapt their original ideas for the final report.

You will mark the learners' final written report.

Feedback

It is vital that you offer every learner feedback that they can use to adapt their initial ideas for the final report. If the client from SLS is also providing feedback to learners you must ensure that it does not help learners to improve their work other than that required by the assessment criteria.

Marking

Please note that the assignment marking grid can be found in the unit. Further guidance on using marking grids is also available in the assessment section of the specification.

Sample assessment material – information for learners

Assignment Overview

In this assignment you will be recommending a suitable promotional technique in order to promote the cruise holidays offered by the travel company SLS Travel.

You will be required to:

- Create a draft presentation describing your initial ideas to promote the product
- Present your ideas to the manager of SLS Travel and your teacher
- Devise a final proposal detailing the reasons for your chosen method of promotion.

Time

You will have a total of 8 hours to complete the assignment.

- 2 hours of this time should be spent preparing an initial proposal
- 30 minutes should be given to presenting the initial ideas and receiving feedback from the manager of SLS Travel and your teacher
- The remaining 5 hours and 30 minutes should be spent preparing the final report

Roles

The assignment brief is set by the manager of SLS Travel.

The manager of SLS Travel will work with your teacher to provide you with feedback on your initial draft proposal.

Your teacher will mark your work. The marking grid that will be used can be found on page 12 of the unit.

The manager of SLS Travel will be coming to see you in a week with the assignment brief... be ready!

Assignment Brief



At SLS Travel, we know that 90% of all cruise holidays are distributed through travel agents such as ourselves. It is our job to ensure that the channel of distribution we choose to promote these holidays by, and the promotional techniques and methods we use, are correct for the market that we are trying to target.

We at SLS Travel are a local independent travel agent wishing to increase our sales of cruise holidays. On behalf of our company, we would like you to prepare a presentation recommending promotional techniques and the channels by which to distribute these in order to increase our sales of cruise holidays.

There are cruise holidays suitable for every age, interest, budget and nationality! Our target market is wide ranging and includes families, couples, single travellers and groups.

Our staff at SLS travel consists of three travel consultants and myself – the manager. We all have a high level of expertise in the cruise market. There is also an apprentice who is undertaking online cruise training modules and working towards a certificate. Our aim is to establish the agency as the premier cruise specialist company in the local area.

SLS Travel has a client database recording the details of previous customers. Our aim is to use a promotional technique that will generate repeat business from our previous customers, as well as attract new customers. In the local area we are competing against another independent travel agent and one branch of a nationally established travel company.

Cruising offers excellent value for money as accommodation, meals, entertainment and activities are all included in the price. Selling cruises can be very profitable for us as operators pay travel agents 7% to 15% commission on bookings. Prices range from approximately £400 per person for a Mediterranean Cruise to over £20,000 per person for a luxury Round the World Cruise! Cruise Agents compete with each other by offering discounts to customers.



SLS Travel pay staff on a performance-related scheme as this is a way of rewarding individuals who work hard to make money for the company. All employees are paid a basic salary and are set minimum sales targets. Individuals can earn bonuses or commission on extra sales they make over their set targets. Some cruise companies offer free trips to employees of agencies making a large number of bookings with them

Many consumers undertake DIY bookings for land based holidays and are happy to search on the internet for flights, hotels and car hire etc. Selecting the most suitable cruise is far more complicated and most people prefer to use the services of an expert. This is why more than 90% of all cruise bookings in the UK are made through travel agencies.

Cruising has been steadily rising in popularity over the last decade.



Growth in UK cruise market	
1999 - 746,000	2005 - 1.07 million
2000 - 754,000	2006 - 1.20 million
2001 - 776,000	2007 - 1.33 million
2002 - 822,000	2008 - 1.5 million
2003 - 964,000	2009 - 1.58 million (estimated)
2004 - 1.02 million	2010 - 1.6 million+ (estimated)

Source: Passenger Shipping Association

Cruise lines are increasingly aware of environmental issues and are turning their attention to 'green' marketing strategies. Cultural cruises give passengers the opportunity of a 'genuine' travel experience, often to places not easily reached by other transport methods. They may be accompanied on shore excursions by expert guides and lecturers, making the experience more meaningful and creating an awareness of the local culture.

At SLS Travel we are especially keen to introduce our customers to the benefits of cruise holidays and this is where we need your help!

Tasks

You will need to prepare a proposal recommending a suitable promotional technique and channel of distribution to enable SLS Travel to promote its cruise holidays.

1. Create a short presentation to deliver to the manager of SLS Travel and your teacher. Your presentation must contain:
 - A description of your initial ideas for a promotional technique and materials and the channels of distribution through which this will be delivered
 - A brief justification for why these materials and technique have been chosen
 - The aim of promoting cruise holidays for SLS Travel
2. Present your initial ideas to the manager of SLS Travel and your teacher. Listen to the feedback you receive.
3. Adapt your initial ideas for the final report, in light of the feedback you received.
4. Produce a written report detailing your final recommendations for the promotion of this product. Your report must include:
 - Final recommendations for the type of technique and material that will be used to promote the product and how it will be distributed
 - Reasons for your selection and how this supports the aim of the promotion
 - Precise details about what your promotion material will contain; for example, how you will convey the promotional message by the details contained within your promotional material
 - Evidence of how you have considered the ethical and cultural considerations of promoting cruises
 - An explanation of how you will motivate the company's staff to promote the cruise holidays
 - How you could improve your recommendations to meet future advances in technology