

SAMPLE ASSESSMENT MATERIAL

UNIT 4 - TECHNOLOGY IN TRAVEL AND TOURISM



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Unit 4 Level 3 Technology in Travel and Tourism

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 their knowledge and understanding of how technology is used in the aviation industry. The assignment will require learners to demonstrate skills in selecting relevant technology for use within the travel and tourism sector.

This assignment brief has been set by the airline **Welcome Air**. The brief will require learners to create a proposal for Welcome Air to inform them of the best options for passenger check in processes.

This unit covers technology in the travel and tourism sector. Technology has been one of the key driving forces in the sector in recent times. The purpose of this topic is to ensure learners have an understanding of the central and dynamic role that technology has in the sector and how potential future technological developments could affect the sector.

Time

The learner will have a total of **12 hours** to complete the assignment.

- **8 hours** will be spent preparing an initial proposal to deliver to a manager from Welcome Air and receiving feedback.
- **4 hours** should be spent making amendments based on the feedback learners received and producing a final proposal.

Resources

Learners will need internet access to inform them of the technology used within airports.

Supervision

Learners must be supervised when preparing and delivering their initial and adapted proposals to the manager of Welcome Air.

Collaboration

This assessment has not been devised for teamwork purposes. Learners will work on their own in order to produce recommendations to present to the manager of Welcome Air.

Feedback

If it is not possible for the manager of Welcome Air to give the learners feedback on their proposals, then feedback should be given by you, taking the role of the client and using the sector viewpoint.

Roles

Katherine Young the Airport Station Manager for Welcome Air has set the brief. She will provide feedback regarding the learner's initial proposal and will then listen to the revised proposal when it is presented. Teachers must discuss the feedback with Katherine prior to it being delivered. Katherine's feedback will be sufficiently detailed to encourage learners to meet the assessment criteria in the following task.

Katherine will make suggestions to the proposal and the learner will have to re-think some of the

proposal, bearing in mind the work they have already done.

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.

Sample assessment material – information for learners

Assignment overview

In this assignment you will be required to develop a proposal for **Welcome Air** regarding possible technology that could be used for checking in passengers at their new base at a busy airport. You will be expected to produce an initial review, take feedback from Katherine Young, Airport Station Manager for Welcome Air, amend your recommendations and present your final proposal within a given time scale.

Time

You will have a total of **12 hours** to complete the assignment.

- **8 hours** will be spent preparing an initial proposal to deliver to the manager from Welcome Air and receiving feedback from them.
- **4 hours** should be spent making amendments based on the feedback received and producing a final proposal.

Collaboration

This is an individual assignment and collaboration with others is not permitted.

Roles

The Airport Station Manager for **Welcome Air** has set the brief for this assignment. She will give feedback on your proposal and will expect amendments to the proposal to be resubmitted by a specific deadline.

Katherine Young will be delivering your assignment brief in 1 weeks time... be ready!

Assignment Brief

My name is Katherine Young and I am the Airport Station Manager for Welcome Air. Welcome Air is a new scheduled airline offering flights within the UK and Europe. Our customer base focuses mostly on business travellers and independent leisure travellers visiting friends and relatives.

Welcome Air will be opening a new base at a busy airport and would like to offer services which enhance the passenger's journey, maximise customer service and minimise costs to the airline. Welcome Air aim to offer competitive air fares to their customers and expect to compete with Flybe and British Airways.

Technology within the aviation industry has been developed to streamline operations landside and airside. As an airline, Welcome Air aim to process passengers from landside areas such as check in and through airport security to airside departures with the minimum of disruption. Welcome Air aim to recruit new employees within their operation and it is expected that job roles will be defined after decisions have been made with regards to the implementation of technology.



This brief covers the landside part of the passenger's journey; therefore Welcome Air would like you to propose the most suitable check in options for our customers. We would like the proposal to include:

- Check in options for Welcome Air passengers including the positive and negative impacts
- The impact of self service check in options on working practises at Welcome Air
- The types of self service technology used in airports
- Information regarding the use of self service check in by other airlines and relevant examples of the role technology has played in other areas of the travel and tourism sector
- An overview of how check in technology will enhance or compromise Welcome Air products and customer experience



This proposal will need to be presented to Katherine Young. She will discuss your solutions and make further suggestions. The final proposal should be completed and presented to Katherine Young by the agreed deadline.

Tasks

1. Develop a written proposal, to be delivered to Katherine Young, detailing the most appropriate check-in methods that Welcome Air should adopt in order to enhance their customers' experience.

You will need to develop arguments and evidence which supports your proposal. Katherine Young is expecting to be given all of the information requested in her brief; she will then give you verbal feedback regarding amendments or concerns Welcome Air may have with regards to your check-in suggestions.

2. Creation of final proposal.

Consider the feedback given by Katherine Young after the initial presentation of your proposal, and change your proposal accordingly to meet Welcome Air's needs.

Your proposal must incorporate your evidence, relevant diagrams, images and statistics. This should be presented formally to Katherine Young, Airport Station Manager for Welcome Air by an agreed deadline.

Images: www.britishairways.com,
http://www.musictrendsetters.com/blog/images/2008/03/20/check_in.jpg,
<http://www.airport-technology.com/features/feature1510/feature1510-2.html>