**BTEC Assignment Brief**

|  |  |
| --- | --- |
| **Qualification** | Pearson BTEC Level 3 National Diploma in Traveland TourismPearson BTEC Level 3 National Extended Diploma in Traveland Tourism**(Note to Assessor; please delete as appropriate)** |
| **Unit number and title** | Unit 16 – Researching Current Travel Trends and Key Issues in Travel and Tourism. |
| **Learning aim(s)**  | **Learning Aim A –** Investigate different types of current travel trends and current key issues in travel and tourism |
| **Assignment title** | **Assignment 1 –** Current Travel Trends and Issues |
| **Assessor** | Clare Watson  |
| **Issue date** | 12th October 2021 |
| **Hand in deadline**  | 2nd November 2021 |
|  |
|  |
| **Vocational Scenario or Context** | You are working as a junior travel writer for a weekly travel journal. Part of your role is to research and write articles for possible publication.  |
| **Task 1** | You have been set a task to produce an article entitled ‘Current Travel Trends and Issues’. Your Manager has advised you that:* ‘current’ is within the last five years.
* the two different types of travel trends and two key issues must be drawn from different areas, for example political, social, cultural, environmental, economic and technological.
* one of the current trends and one current issue must provide extensive opportunities for primary and secondary research and have potential effects on a national or international scale

In your article you must:1. Explain two different types of current travel trends and two different types of current key issues that could potentially affect the travel and tourism industry.
2. Assess and evaluate the potential effects of the two current trends and current issues, ensuring that you:
* provide a methodical, balanced assessment and evaluation of the potential effects on the travel and tourism industry on different scales, including international.
* make judgements in terms of the scale, longevity and influence of the trends and issues on the development for the industry, which are supported by examples of potential effects on the industry.
* show understanding of the interrelationships and links between key factors.

Include examples relevant to the travel and tourism industry or components within it throughout your article. |
| **Checklist of evidence required**  |  Written Article |
| **Criteria covered by this task:** |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| A.P1  | Explain two different types of current travel trends that could potentially affect the travel and tourism industry.  |
| A.P2 | Explain two different types of current key issues that could potentially affect the travel and tourism industry.  |
| A.M1 | Assess the potential effects that two different types of current travel trends and two current key issues could have on the travel and tourism industry. |
| A.D1 | Evaluate the potential effects of two different types of current travel trends and two current key issues on the travel and tourism industry.  |
| **Sources of information to support you with this Assignment** | **Textbooks**Dale, G. (2010) *BTEC Level 3 National Travel and Tourism Student Book 2,* Pearson, 978 1846907284Brunt, P, Horner and Semley, N (2017). *Research Methods in Tourism, Hospitality & Events Managemen*t, Sage,978 1473919150Durbarry, R (2017). *Research Methods for Tourism Students*, Routledge, 9780415673198**Websites. E.g.** <https://www.visitbritain.org/inbound-tourism-trends> - Visit Britain – Inbound tourism trends report<https://www.visitbritain.org/2019-inbound-tourism-forecast> - Visit Britain – Inbound Tourism Forecast<http://marketintelligence.unwto.org/publication/unwto-tourism-highlights-2018> - UNWTO (World Tourism Organisation) – International Tourism Highlights <https://www.ttgmedia.com/>-Travel Trade Gazette<http://www.travelweekly.co.uk/>-Travel Weekly  |
| **Other assessment materials attached to this Assignment Brief** | *N/A* |
| **Note to Assessors** | Learners must select the two trends and two issues from the lists in the unit content. |