**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism  |
| **Unit number and title** | **Unit 9: Visitor Attractions** |
| **Learning aim** | **A:** Investigate the nature, role and appeal of visitor attractions |
| **Assignment title** | Assignment 1: What’s the Attraction?  |
| **Assessor** | Helen Sharp |
| **Issue date** | Monday 5th October |
| **Hand in deadline**  | Monday 2nd November |
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| **Vocational Scenario or Context** | You have found employment as a trainee with ALVA (the Association of Leading Visitor Attractions).Your supervisor has accepted a request from a local college to provide an educational talk to a small group of tourism students. * You have been chosen to deliver a presentation on the scale, scope and appeal of different types of visitor attractions, their funding and contribution to the economy.
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| **Task 1**    | You have been asked to choose **two contrasting visitor attractions** selected from:* One built attraction and one natural attraction
* One built attraction and one event
* One natural attraction and one event

The visitor attractions you choose must be very different from one another, in terms of scale (especially ownership), scope and appeal. You must deliver a presentation, with speaker notes, that explains, and uses current statistical data where available to analyse, evaluate and reach justified conclusions on:* the appeal of each attraction to visitors
* how each attraction is funded through different types of ownership
* the scale and scope of each attraction, including their contribution to and importance for the local and national economy
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| **Checklist of evidence required**  | * Record of Practical Activity (Observation Record completed by the Assessor)
* Presentation slides
* Speaker notes
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| **Criteria covered by this task:** |
| Unit/Criteria reference | To achieve the criteria, you must show that you are able to: |
| Unit 9/A.P1 | Examine the appeal of two different visitor attractions and how they are funded |
| Unit 9/A.P2 | Explain the scale and scope of two different visitor attractions and their contribution to the local and national economy |
| Unit 9/A.M1 | Analyse the appeal of two different visitor attractions, how they are funded and the importance the visitor attractions have for the local and national economy |
| Unit 9/A.D1 | Evaluate the appeal of two different visitor attractions, the way they are funded and their contribution to the local and national economy |
| **Sources of information to support you with this Assignment** | **Textbooks**Dale G – *BTEC Level 3 National Travel and Tourism Student Book 2* (Pearson 2010) ISBN 9781846907289**Websites**<https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results> Visit Britain; Annual Survey of Visits to Visitor Attractions<http://www.alva.org.uk/details.cfm?p=606> ALVA (Association of Leading Visitor Attractions); A great resource for visitor numbers to UK visitor attractionsYou will find that information about the visitor attractions you choose to investigate can be obtained from:* The attractions’ own websites
* Online travel and tourism review sites
* Printed materials such as brochures and leaflets
* Tourist boards and tourist information centres
* Visits
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| **Other assessment materials attached to this Assignment Brief** | N/A |