Checklist for assignment 2: Unit 9

* You have found employment as a trainee with ALVA (the Association of Leading Visitor Attractions).
* Your supervisor has been approached by a tourism lecturer at a local college to write an **article** for his departmental virtual learning environment (VLE) that examines **how attractions meet the diverse expectations of visitors**.
* Your supervisor thinks that it would be a great opportunity for you to try and write the article.
* Your article should show **high-quality written communication**.
* Your supervisor has given you some guidance around what to include in the article, but the rest is up to you! Good luck!

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| Attraction 1 | Attraction 2 |
| P3:   * Explained who the typical visitors are – perhaps give a profile of the different visitor types. * Explained what their needs/requirements are | P3:   * Explained who the typical visitors are – perhaps give a profile of the different visitor types. * Explained what their needs/requirements are |
| P3:   * Explanation of the different products and service which are provided by the attraction including support services. * Explained how these products and services meet the needs/expectations of the visitor types. * Explained the primary and secondary spend opportunities | P3:   * Explanation of the different products and service which are provided by the attraction including support services. * Explained how these products and services meet the needs/expectations of the visitor types. * Explained the primary and secondary spend opportunities |
| P4:   * Described the variety of technology used at the attraction – lots of examples provided. * Explained the importance of the technology to the visitors and to the attraction. | P4:   * Described the variety of technology used at the attraction – lots of examples provided. * Explained the importance of the technology to the visitors and to the attraction. |
| M2:   * Analysed the positives and negatives of the products and services. * Explained how important those products and services are to the attractions. * Analysed the positives and negatives of the use of technology * Linked this to how it meets the needs of the customers. * Explanation of how technology enhances the visitor experience. | M2:   * Analysed the positives and negatives of the products and services. * Explained how important those products and services are to the attractions. * Analysed the positives and negatives of the use of technology * Linked this to how it meets the needs of the customers. * Explanation of how technology enhances the visitor experience. |
| D2:   * Evaluated to what extent the products and services are suitable for the visitor types. * Evaluated to what extent the technology meets the diverse expectations of its visitors. | D2:   * Evaluated to what extent the products and services are suitable for the visitor types. * Evaluated to what extent the technology meets the diverse expectations of its visitors. |
| Make recommendations for how else technology could be used for the attraction. | Make recommendations for how else technology could be used for the attraction. |
| Make recommendations for improvements to products and services at the attraction. | Make recommendations for improvements to products and services at the attraction. |