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
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* Explained what their needs/requirements are
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| 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
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| 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.
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* Explained the importance of the technology to the visitors and to the attraction.
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| 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.
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* Explanation of how technology enhances the visitor experience.
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| 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.
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* Evaluated to what extent the technology meets the diverse expectations of its visitors.
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| 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. |