Unit 7 Assignment – European Destinations

Introduction

This assignment is made up of 4 tasks which, when successfully completed, are designed to give you sufficient evidence to meet the Pass (P), Merit (M) and Distinction (D) grading criteria for the unit. If you have carried out the activities and read the case studies throughout this unit in the accompanying textbook, you will already have done a lot of work towards completing the tasks for this assignment.

Scenario

After finishing your BTEC National course, you've been given the chance to work for a small tour operator specialising in holidays to Europe. You have joined on a trial basis to see if tour operating is a career that you would like to follow.

Task 1

The company would like to test your knowledge of travel geography, especially European travel destinations visited by British people. You have been given two blank maps of Europe and asked to mark on the first one:

a. All countries of continental Europe;
b. European Union (EU) countries;
c. Schengen countries;
d. Eurozone countries.

On the second blank map of Europe you are asked to mark:

e. At least one air gateway (with IATA 3-letter code) per country;
f. One seaport (where applicable) per country;
g. Eurostar termini appropriate for the ex-UK market;
h. At least two key leisure destinations per country, covering all destination types – beach resorts, winter sports resorts, countryside areas, cities and also cruise areas.

Each map should be clearly labelled using a key. You may use atlases and other resources when completing this task.

This task is designed to provide evidence for P1.

Task 2

Your Line Manager would like you to investigate what some of the company’s main competitors are currently offering in the way of holidays to Europe. He would like you to research and write a short report in which you must:
a. Select holidays in European destinations to meet the specific motivations outlined in the following briefs (P2):
   i. Relaxation – a family of 2 adults and 2 teenagers from Bristol looking for a 14-night villa with pool holiday in a Mediterranean destination.
   ii. Special occasion – two women from Manchester planning a weekend break at a spa hotel in a European destination less than 2 hours’ flight time from their local airport.
   iii. Culture – an elderly couple from Cardiff interested in a 5-night holiday to a city in Europe that has a variety of museums and art galleries with famous paintings.

For each motivation you must select two suitable holidays in different countries to meet the request, giving brief details of the holidays and destinations selected and how they meet the brief.

b. Choose one preferred holiday for each of the motivations covered in Task 2a and explain how it would best meet the brief (M1). For example, if you recommended specific holidays in Puerto Pollensa and Benidorm for Task 2a (i), you must select one and explain why it is your recommended choice to meet the brief.

This task is designed to produce evidence for P2 and M1.

Task 3

The company are thinking of expanding the number of European destinations in their holiday programme and have asked you to research and make a presentation in which you must:

a. Describe factors and features that determine the appeal of two leisure destinations in Europe for different types of visitors (P3). You must select two different types of leisure destinations – from beach resorts, winter sports resorts, countryside areas and cities – each in a different European country. The factors and features that you describe must include accessibility, climate, attractions, cultural and economic. When describing the appeal of each destination, you must link this to specific visitor types, highlighting where the destinations have wide appeal to many types of visitor and also specific appeal, e.g. lively nightlife for young people, safe beaches for families, etc.

b. Explain how the different factors and features of the destinations you selected in Task 3a appeal to specific types of UK visitors (M2). For both destinations you must consider at least two different types of customer, for example a group of school children and a retired couple.

c. Give detailed and realistic recommendations for how one of the leisure destinations you selected for Tasks 3a and 3b could increase its appeal for different types of UK visitors (D1). For example, if you selected the ski resort of Meribel, you could recommend activities that could take place in the winter for non-skiing tourists. Your recommendations should be detailed and realistic. They should also link to the visitor type(s) you are trying to attract and you may recommend initiatives that have been successful for other similar types of destinations.

This task is designed to provide evidence for P3, M2 and D1.
Task 4

Your Line Manager wants you to carry out some research into declining and developing leisure destinations in Europe. He would like you to write a short report in which you must:

a. Review the factors that have contributed to one declining and one developing destination in the European travel market (P4). Your evidence should explain how and why they are developing or declining, using Butler’s model as part of the process. You must also review current factors that are affecting the development or decline.

b. Analyse the reasons for the development and decline of the destinations you selected for Task 4a in the European travel market (M3).

c. Justify how current factors could impact on the European travel market in the near future (D2). Your evidence could suggest potential developing and declining destinations or areas based on current geopolitical issues, for example the impact on tourism to Greek destinations in the light of recent economic problems in the country. At least two current factors must be addressed and the response should address both potentially declining and developing destinations. The suggestions should be supported by appropriate statistics where applicable and must be clearly justified.

This task is designed to provide evidence for P4, M3 and D2