

## Unit 9 Assignment – Retail and Business Travel Operations

### Introduction

This assignment is made up of a number of 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

You are working for Sundream Travel Ltd, a single branch independent agency with both leisure and business travel clients. The company is a family business run by John and Norma Minor, with three other members of staff – two full-time consultants and one part-time book-keeper. You have joined them on a trial basis after finishing your course to see if retail and business travel is a career that you would like to follow. The idea is that you will get involved in as many different aspects of the business as possible to find out what's involved with working in the retail and business travel sector. John and Norma have four specific tasks that they would like you to tackle, which are concerned with:

1. The retail and business travel environments;
2. How technological advances have affected retail and business travel operations;
3. How retail travel organisations seek to gain competitive advantage;
4. Producing itineraries for leisure and business travel clients.

### Task 1

Norma is the chair of the local chamber of trade and has been asked to give a talk on retail and business travel at the chamber's next monthly meeting. She would like you to produce a PowerPoint® presentation that she could use at the meeting, in which you should:

(a) **Describe** the retail and business travel environment, covering the full range of retail and business travel agency types found in the UK. You must also describe the legal and regulatory framework within which retail and business travel operate, plus a description of the relationship between retail and business travel agents and other sectors of the travel and tourism industry, giving appropriate examples.

*This task is designed to provide evidence for P1.*

To be considered for a Merit grade for this task, your presentation should also:

(b) **Explain** how relationships operate in the retail and business travel environment and the impact of the sector on the travel industry as a whole.

*This task is designed to provide evidence for M1.*

To be considered for a Distinction grade for this task, your presentation should also:

(c) **Evaluate** the effectiveness of retail and business travel organisations and how they operate in the travel industry environment.

*This task is designed to provide evidence for D1.*

## Task 2

John is going to an ABTA regional conference at the end of the month to discuss key issues affecting retail and business travel agents. One of seminars at the conference is looking at the impact of technology on travel. John's knowledge in this area is a little rusty and he has asked you to prepare a short written report prior to the conference in which you should:

(a) **Describe** how technological advances have affected retail and business travel operations.

*This task is designed to produce evidence for P2.*

## Task 3

John and Norma are worried about the falling profits that Sunbeam Travel has been experiencing in recent years and are keen to try and improve the financial situation. They want you to do some research and write a report, which should:

(a) **Explain** how retail travel organisations seek to gain competitive advantage.

*This task is designed to provide evidence for P3.*

To be considered for a Merit grade for this task, your report should also:

(b) **Compare** the effectiveness of two retail travel organisations seeking to gain a competitive advantage.

*This task is designed to provide evidence for M2.*

To be considered for a Distinction grade for this task, your report should also:

(c) **Recommend** how two retail travel agents can gain a competitive advantage.

*This task is designed to provide evidence for D2.*

## Task 4

To give you some experience in preparing itineraries for leisure travel clients, John would like you to:

(a) Use appropriate resources to **produce** two complex travel itineraries to fulfil the following client briefs.

*This task is designed to provide evidence for P4.*

#### Client brief 1

The Quarry Valley Rugby Club have been selected to play in a prestigious rugby sevens tournament in Rio de Janeiro. The party will consist of 10 players, their manager and a physiotherapist. The tournament is over 4 days starting on Good Friday and they plan to be away for 10 nights in all, departing the UK on the Tuesday before Easter. All the players live within a short drive of London and would like to fly from Heathrow. However, the manager and physiotherapist live in Edinburgh, so will need to fly from there to Heathrow to meet up with the rest of the party. They are looking for budget accommodation in a hostel or cheap hotel in the centre of Rio and don't mind sharing with each other. Each player has set aside £1500 for all travel and accommodation costs, but the club has said that it could offer each player an extra £200 if it was needed. They will need to hire a minibus for 4 days during the tournament and would like a sightseeing tour of the city as well. Produce a suitable, fully-costed itinerary that meets the group's needs.

#### Client brief 2

The Brown family from Birmingham have £1,800 to spend on a much-needed, two-week summer holiday. Mr and Mrs Brown have 2 children – Debbie aged 6 and Darren 4. They are looking for self-catering accommodation in a fairly quiet Mediterranean resort with lots of facilities for the children, including a swimming pool. They want to travel in the last 2 weeks of July using their local airport for convenience. They would like meals for all the family on the outward and return flights, plus pre-booked seats on the aircraft. Produce a suitable, fully-costed itinerary that meets the clients' needs.

#### Task 5

To give you some experience in preparing itineraries for business travel clients, John would like you to:

(a) Use appropriate resources to **produce** two complex travel itineraries to fulfil the following client briefs.

*This task is designed to provide evidence for P5.*

#### Client brief 1

Jenny Smith has asked Sundream Travel to produce an itinerary for her next sales trip to Europe. She is the Sales Director for JSE Design, a specialist Internet design company based in Leicester. Her travel requirements are as follows:

1. Depart from a Midlands or London airport on the first Monday of next month (morning departure);
2. Fly to Geneva in business class;

3. Spend 2 nights in hotel accommodation in Geneva;
4. Pick up a hire car (medium size with air conditioning) from Geneva and drive to Lausanne;
5. Spend 3 nights in hotel accommodation in Lausanne (keeping the hire car);
6. Drive to Lyon and drop off the hire car;
7. Spend 4 nights in hotel accommodation in Lyon;
8. Travel by train to Paris;
9. Spend 1 night in hotel accommodation in Paris;
10. Return by air to the same airport as departure (business class).

Your itinerary should include all timings and a breakdown of costs. For hotel accommodation, you should budget for approximately £90 per night. Jenny will pay for fuel for the hire car using her company credit card, so there is no need to include this in your cost breakdown. Your itinerary should also include information on additional products, services and information for the customer, e.g. foreign currency requirements in destinations, passport and visa information, health advice and requirements, insurance, local customs, events and activities.

### Client brief 2

Geoff Brown, the owner of a newly-established manufacturing company GB Engineering, has been in touch with Norma about a business trip he will be making to the Far East in a couple of months time. His travel requirements are as follows:

1. Depart from a Midlands or London airport on the first Tuesday of the month after next (morning departure);
2. Fly to Bangkok for a two-night stopover in hotel accommodation;
3. Depart Bangkok and fly to Shanghai;
4. Spend 5 nights in hotel accommodation in Shanghai;
5. Depart Shanghai and fly to Hong Kong;
6. Spend three nights in hotel accommodation in Hong Kong;
7. Depart Hong Kong and return to the same UK airport as departure.

Your itinerary should include all timings and a breakdown of costs. For hotel accommodation, you should budget for approximately £110 per night. All flights should be in business class. Geoff would like you to include the cost of half-day guided tours of Shanghai and Hong Kong in the itinerary. Your itinerary should also include information on additional products, services and information for the customer, e.g. foreign currency requirements in destinations, passport and visa information, health advice and requirements, insurance, local customs, events and activities.