

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Promotional Materials for Travel and Tourism
Unit Reference Number:	F/615/8688
Level:	Level 1
Credit Value:	4
Minimum GLH:	36

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how promotional materials and methods are used in the travel and tourism industry	1.1 Outline different types of promotional materials and methods used by travel and tourism organisations
	1.2 Identify reasons why different organisations use different methods of promotion
	1.3 Outline how different types of promotional materials and methods are used when targeting different customers
	1.4 Identify strengths and weaknesses of different promotional materials and methods
2. Know how promotional materials for the travel and tourism industry are planned and produced	2.1 Identify what should be included in a plan for producing promotional materials
	2.2 Identify aims and purpose of promotional materials
	2.3 Identify factors to be considered when planning promotional materials
	2.4 Identify resources that are needed to produce promotional materials
	2.5 Identify stages in the production of promotional materials

3. Be able to produce and display promotional materials for the travel and tourism industry	3.1 Produce promotional materials suitable for use by travel and tourism organisations for a chosen customer group
	3.2 Display promotional materials in a way that would appeal to the chosen customer group