

# Bridging Task – Tourism & Hospitality

**VESPA**  
**Mindset**

**Tourism & Hospitality**



You will be required to share your project with your Personal Tutor and class on day one

The Hospitality & Tourism course at Highlands College includes the following topics –

- Marketing
- Finance
- Enterprise
- Event management
- E-commerce
- Specialist Tourism
- Customer Service

**For this project, you will:**

Research the impact that the **Battle of Flowers event** has on Tourism in Jersey & come up with an idea for a new event that could bring more tourists to the Island.

**Task 1:**

You should spend the equivalent of at least **half a day** working on this project. You may spend up to a maximum of **two days**.

- a) You should **identify** a range of positive impacts this festival has on the Hospitality & Tourism Industry in Jersey.
- b) You must then **explain** why this festival is important and how it benefits the hospitality and tourism industry in Jersey.

Your project may be presented as one (or more) of the following:

- ✓ A PowerPoint presentation
- ✓ An A3 poster
- ✓ A video
- ✓ A cartoon strip
- ✓ A trifold leaflet

**Resources / Websites**

<http://www.battleofflowers.com/>  
<https://business.jersey.com/jersey-statistics>

**Vision Effort Systems Practice Attitude**

## Task 2:

You should spend the equivalent of at least **half a day** working on this project. You may spend up to a maximum of **two days**.

Visit Jersey have a target of increasing Tourist visits to 1 million by 2030, one of their focus areas is to increase event led tourism, and they are looking for new 'event' ideas that will be popular with younger tourists.

- a) **Produce a 500-word** report that describes your idea for a new event in Jersey, please state who your target customers are? why the event would be popular? Where you intend to locate the festival and at what time of year?
- b) Produce some **marketing** to promote your event and be as creative as you can, examples could be.
  - Poster
  - Infographic
  - Leaflet
  - Web site banner advert
  - Social Media post

## Resources / Websites

<https://www.jersey.com/events>

<https://lyndonfarnham.je/tourism/the-importance-of-sports-events-led-tourism-in-jersey/>

<https://www.metmie.com/single-post/2017/12/17/Event-tourism-as-a-re-imaging-tool>

<https://www.canva.com/>