



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Welcome to Strategic Tourism, Events and Leisure Management (BMTP6016)

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

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Assignment Two

Task Description

You've been assigned the role of an investigative journalist focusing on a strategic rail travel topic (High Speed 2, South Wales Metro, Station Openings, Train Delays, Electrification, Heart of Wales Line etc). You are required to produce a 10-minute news story video that critically examines how political decisions and policies impact the execution and effectiveness of strategic travel plans, and also the wider effect it has on the event and tourism industry.

Breakdown

Choose a Topic

This assignment asks you to analyse a strategic rail travel topic, focusing on how political decisions and policies influence the development, implementation, and success of travel plans, and how these affect the events and tourism industries.

Step 1: Choose a Topic

You need to focus on one of the specified strategic rail travel topics, such as:

- High Speed 2 (HS2)
- South Wales Metro
- Station Openings
- Train Delays
- Electrification of Railways
- Heart of Wales Line

Research the Topic

Step 2: Research the Topic

- Research your chosen topic, focusing on how **political decisions and policies** have affected the planning, development, or execution of the rail project.
- This could include government funding, laws, environmental issues, and political debates that influence the infrastructure.

Critically Examine

Step 3: Critically Examine

- You need to **critically examine** how these political decisions have impacted the project's effectiveness.

For Example:

- Has political support (or lack of it) caused delays or improvements?
- Have the policies helped or harmed the success of the rail project?
- How have political priorities affected the planning process?

The Impact on the Events and Tourism Industry

Step 4: Consider the Impact on the Events and Tourism Industry

Reflect on how the implementation or lack of strategic rail travel impacts the **events and tourism industries**.

For Example:

- Will new or improved rail services attract more tourists to specific areas or events?
- How do delays or poor infrastructure affect the ability to attend large events or visit tourist attractions?
- How does the rail network's efficiency (or lack of) influence tourism and related sectors?

Produce a 10-Minute Video

Step 5: Produce a 10-Minute News Story Video

Create a 10-minute video news story that presents your findings and analysis in a journalistic style.

The video should:

- Introduce your topic and explain why it's relevant.
- Provide background information on political decisions and policies surrounding the rail topic.
- Analyse the effects of these policies on the rail project and the events/tourism industry.
- Present both sides of the issue if applicable (e.g., positive and negative impacts).
- Conclude with recommendations or reflections on how things could improve.

Introduction



Introduction

Introduction: The introduction should effectively set the stage for the content that follows. It should capture the viewers attention, provide context, and outline the importance of your chosen strategic rail travel project.



Introduction: Broken Down

1. Capture the Viewer's Attention:

- Start with an interesting statement, question, or fact to grab the viewer's attention.
- This could be something surprising or thought-provoking about the rail project, like how it could impact daily life, or a striking statistic about train delays or travel improvements.

Introduction: Broken Down

2. Provide Context:

- Provide a brief overview of your chosen rail project (e.g., High Speed 2, South Wales Metro, Electrification of Railways).
- Explain what the project is and why it matters, including any major political decisions involved.

3. Outline the Importance of the Project:

- Explain why the project is important, not just for transportation, but also for its wider impact on the economy, environment, and the events and tourism industry.
- This will set the stage for the critical analysis in your video.

Main Body



Main Body

Main Body: In the main body, you should clearly provide an in-depth study incorporating how political decisions and policies impact the execution and effectiveness of your chosen strategic rail project. Think about what the current status is and timeline, what impact it is having on stakeholders and the local area, and what are the challenges and potential solutions?

Main Body: Broken Down

1. Political Decisions and Policies:

- Explain how **political decisions and policies** have influenced the project, including government funding, laws, political debates, and any policy changes.
- Consider how different political parties, politicians, or governments have affected the planning and execution of the rail project.

Main Body: Broken Down

2. Current Status and Timeline:

- Give an update on the **current status** of the project. Is it still being planned, under construction, or already running?
- Outline the project's **timeline**—has it been delayed or is it on schedule? If there are delays, explain why and how political decisions have affected this.

Main Body: Broken Down

3. Impact on Stakeholders and the Local Area:

- Describe how the project is affecting **stakeholders** (e.g., local communities, businesses, commuters, and government bodies).
- Discuss the **local area**—how is the rail project impacting the region's economy, transport, or social aspects? This could include benefits (e.g., better access, job creation) or challenges (e.g., disruption, environmental issues).

Main Body: Broken Down

4. Challenges and Potential Solutions:

- Identify the **challenges** the project is facing, such as political opposition, funding problems, technical issues, or public concerns.
- Suggest **possible solutions**, particularly those related to political decisions or policy changes. For example, are there alternative strategies that could improve the project's execution or success?

Conclusion and Recommendations



Conclusion and Recommendations

Conclusion and Recommendations: In this section, you should be tying up what you have mentioned in the main body by summarising the main points, reflecting on the impacts of the projects, and offering forward looking suggestions or actions.

Conclusion and Recommendations: Broken Down

1. Summarise the Main Points:

- **Summarise the key points** from your analysis. Mention the most important aspects of the rail project, such as how political decisions have influenced its execution, its current status, challenges, and impact on stakeholders and the local area.
- Keep it brief, focusing on the main issues without adding new information.

Conclusion and Recommendations: Broken Down

2. Reflect on the Impacts of the Project:

- Consider how the rail project has **affected** the area, stakeholders, and its overall success. Look at both positive outcomes (e.g., economic growth, better transport) and negative effects (e.g., delays, public backlash, environmental issues).
- You may also want to briefly mention how political decisions have helped or hindered the project's progress.

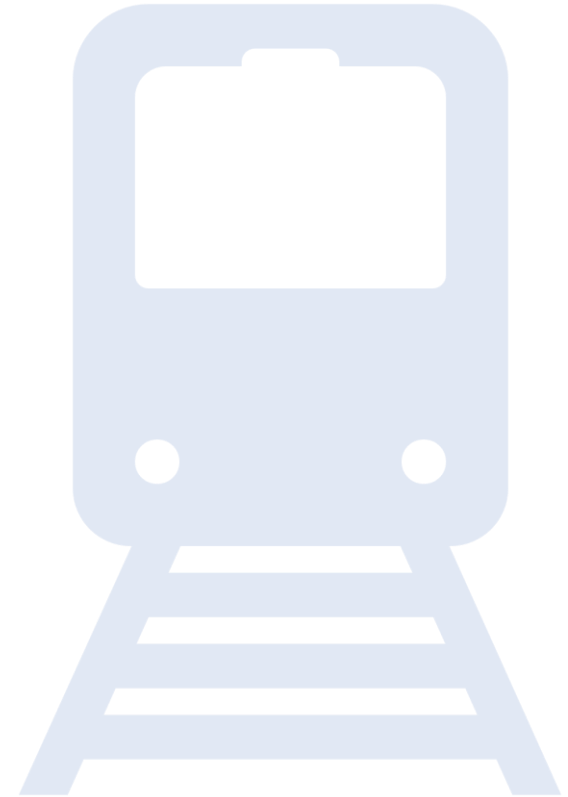
Conclusion and Recommendations: Broken Down

3. Offer Forward-Looking Suggestions or Actions:

- Based on your analysis, give **recommendations** for moving forward. This could include ways to improve the project's implementation, policy changes that could help, or how to better meet the needs of local communities and stakeholders.
- Consider possible **solutions** to challenges like securing funding, overcoming political issues, or addressing public concerns.



Brief overview of Strategic Rail Topics



High Speed 2 (HS2)

Introduction:

- HS2 is a major high-speed rail project designed to improve connections between London, the Midlands, and the North of England.
- It will cut travel times, increase capacity, and support economic growth, offering a more sustainable alternative to road and air travel.
- The project is being completed in phases, with Phase 1 linking London to Birmingham, and later phases extending to Manchester and Leeds.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

South Wales Metro

Introduction:

- The South Wales Metro is a project to improve public transport in South Wales, especially in the Cardiff area.
- It aims to integrate rail and bus services, electrify lines, and enhance services to make travel more sustainable and efficient.
- The project will help reduce congestion and provide more reliable, frequent options for commuters.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

Station Openings

Introduction:

- Station openings involve adding new railway stations or upgrading existing ones to improve access and connections.
- These stations can serve new housing, business areas, or help handle busy routes.
- Recent and planned station openings include those related to HS2 and regional transport projects in cities like London, Manchester, and Birmingham.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

Train Delays

Introduction:

- Train delays are a common issue that affect punctuality and reliability.
- They can be caused by technical problems, infrastructure issues, weather, or accidents.
- Reducing delays is important for better customer satisfaction and efficiency.
- New technologies like real-time tracking and automated maintenance are being used to help cut delays.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

Electrification of Railways

Introduction:

- Electrification means upgrading rail lines to run on electricity instead of diesel or steam.
- This change helps reduce carbon emissions, improve efficiency, and make rail transport more environmentally sustainable.
- Ongoing electrification projects include routes in the UK and other countries, with plans to electrify major lines like the East Coast and the Great Western Main Line.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

Heart of Wales Line

Introduction:

- The Heart of Wales Line is a scenic railway connecting Swansea to Shrewsbury through rural Wales.
- It is important for local communities, businesses, and tourism.
- Efforts are being made to improve services, upgrade station facilities, and ensure the route's long-term sustainability for both passengers and freight.

“How do political decisions and policies affect the development, execution, and effectiveness of these plans? And also, how do they impact the events and tourism industry?”

Recap

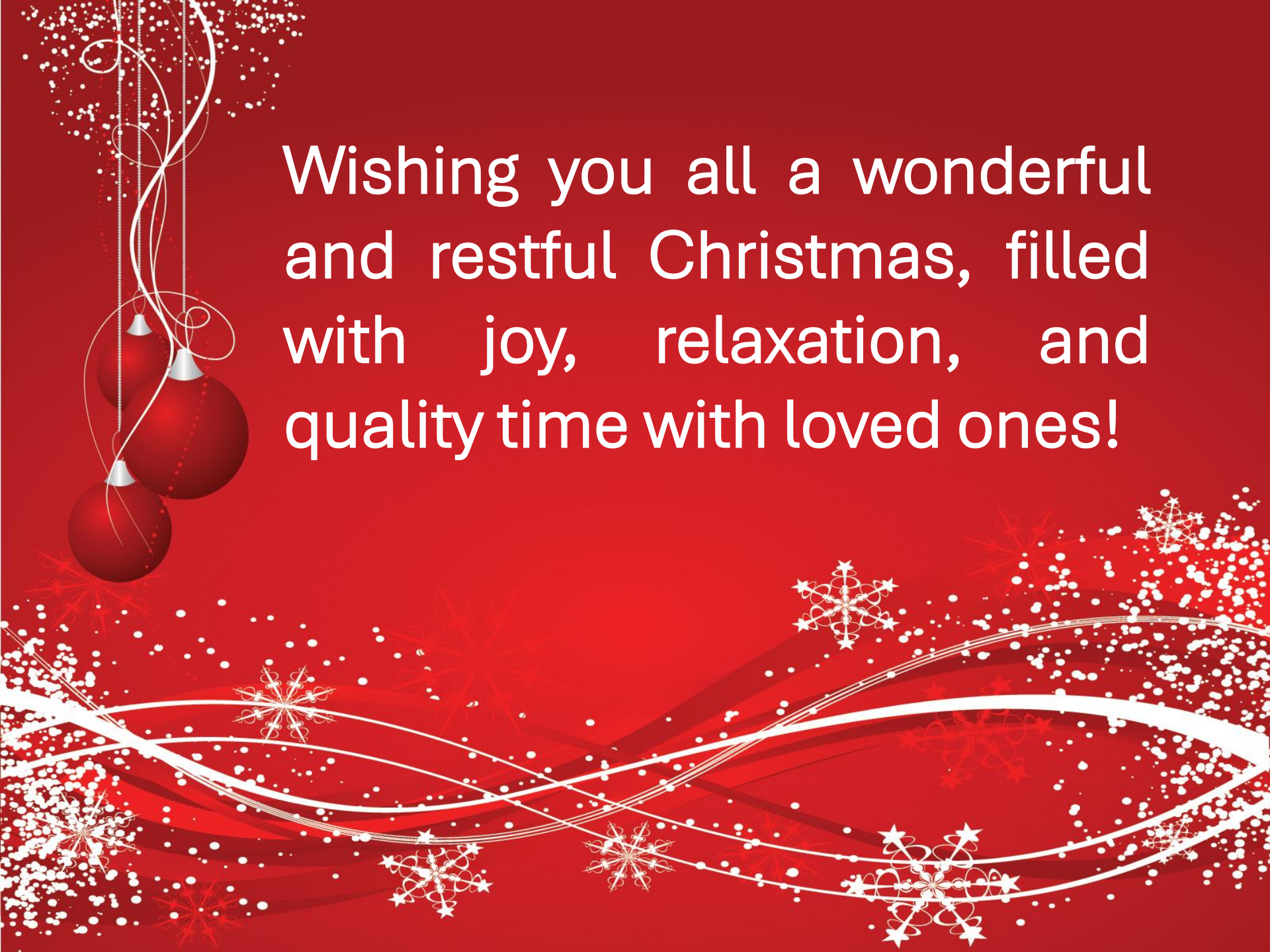
1. Select a Strategic Travel Topic
2. For your introduction, focus on the following:
 - Capture the Viewer's Attention
 - Provide Context
 - Outline the Importance of the Project
3. For your Main Body, focus on the following:
 - Political Decisions and Policies
 - Current Status and Timeline
 - Impact on Stakeholders and the Local Area
 - Challenges and Potential Solutions
4. For your Conclusion and Recommendations, focus on the following:
 - Summarise the Main Points
 - Reflect on the Impacts of the Project
 - Offer Forward-Looking Suggestions or Actions

Next Steps

- Use the remainder of the session to select a strategic travel topic.
- Research the topics listed in the previous slide to help you make an informed choice, but feel free to explore options beyond those we've discussed.
- Once you've chosen your topic, begin creating a plan. Focus on the structure we've covered: Introduction, Main Body, and Conclusion & Recommendations.

8th January 2025

- Our final session for Strategic Tourism, Events, and Leisure Industry will be on Wednesday, January 8th, 2025.
- Since your assignment is due on Wednesday, January 15th, 2025, this session will serve as a Drop-In/Assignment Workshop.
- If you need guidance with the assignment, have any questions, want feedback, or need help with the video aspect, please feel free to come see me on the 15th.
- For any questions before then, please email me at scott.james@uwtsd.ac.uk



Wishing you all a wonderful
and restful Christmas, filled
with joy, relaxation, and
quality time with loved ones!