



## National Unit specification

### General information

**Unit title:** Travel and Tourism in the UK (SCQF level 6)

**Unit code:** H90R 46

**Superclass:** NK

**Publication date:** April 2015

**Source:** Scottish Qualifications Authority

**Version:** 01

### Unit purpose

This Unit is designed as an introduction to the subject and covers underpinning knowledge and understanding required for employment in the industry, including introductory studies on the components of travel and tourism. The Unit also creates an awareness of the economic issues associated with tourism at a national level.

The Unit is set in the context of Travel and Tourism in the UK and is a suitable progression Unit for students who have achieved the SCQF level 5 Unit *Travel and Tourism: An Introduction* which deals with similar content but at the local level.

It is mandatory on the National Certificate in Travel and Tourism SCQF level 6. This Unit is designed to meet the needs of those learners wishing to pursue a career in the travel and tourism industry and those with a general interest in the subject area.

The specific aims of the Unit are to develop:

- ◆ Knowledge and understanding of the concept and terminology of the travel and tourism industry.
- ◆ Knowledge of the various organisations involved in the industry.
- ◆ Knowledge of government involvement in the industry.
- ◆ Knowledge and understanding of the benefits of tourism activities.

## National Unit specification: General information (cont)

**Unit title:** Travel and Tourism in the UK (SCQF level 6)

### Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Explain the concept of travel and tourism and associated industry terms.
- 2 Describe the role of organisations involved in the regulation and promotion of the UK Travel and Tourism industry.
- 3 Demonstrate knowledge of the scale of the UK Travel and Tourism industry.

### Credit points and level

1 National Unit credit at SCQF level 6: (6 SCQF credit points at SCQF level 6)

### Recommended entry to the Unit

While entry is at the discretion of the centre, learners would normally be expected to have attained one of the following or equivalent:

- ◆ English at SCQF level 5
- ◆ SCQF Level 5 Unit *Travel and Tourism: An Introduction*

### Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

There is no automatic certification of Core Skills or Core Skill components in this Unit.

### Context for delivery

If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

The Assessment Support Pack (ASP) for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

### Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## **National Unit specification: Statement of standards**

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

### **Outcome 1**

Explain the concept of travel and tourism and associated industry terms.

#### **Performance Criteria**

- (a) Define the concepts of tourism and tourists.
- (b) Explain the key terminology used in the industry in accordance with current industry practice.
- (c) Define the main tourism markets of the travel and tourism industry in the UK.

### **Outcome 2**

Describe the role of organisations involved in the regulation and promotion of the UK Travel and Tourism industry.

#### **Performance Criteria**

- (a) Describe regulatory authorities associated with the Travel and Tourism industry in the UK.
- (b) Describe the organisations involved in promoting the UK as a Travel and Tourism destination.

### **Outcome 3**

Demonstrate knowledge of the scale of the UK Travel and Tourism industry.

#### **Performance Criteria**

- (a) Analyse the value of tourism to the UK, Scotland and the local area.
- (b) Describe employment trends in the UK Travel and Tourism industry.
- (c) Describe the importance of the outbound tourism sector.

## National Unit specification: Statement of standards (cont)

**Unit title:** Travel and Tourism in the UK (SCQF level 6)

### Evidence Requirements for this Unit

#### Outcome 1

- ◆ Give an accurate definition of the term 'tourism'.
- ◆ Give an accurate definition of the term 'tourist'.
- ◆ Explain the following terms:
  - Excursionist
  - Domestic Tourism
  - Incoming Tourism
  - Outbound Tourism
  - Tourist Trip
  - Tourist Night
  - Travel Agent
  - Tour Operator
- ◆ Describe four key tourism market segments in the UK such as:  
(Centres should use contemporary examples. The following list is not exhaustive: Green or Eco, Adventure, Marine, Event, Ancestral, Food and Drink, Golf, Cycle, Walking, Historic or Heritage, Business).

#### Outcome 2

- ◆ Describe one regulatory authority associated with the travel industry in the UK (e.g. CAA, Transport Scotland, Office of Rail Regulation).
- ◆ Describe one supporting body associated with the tourism industry in the UK (e.g. AITO, People 1st, UK Inbound).
- ◆ Explain the role of VisitBritain in promoting the UK as a destination.
- ◆ Explain the role of VisitScotland in promoting Scotland as a destination.
- ◆ Explain the role of Local Tourism Organisations in promoting specific areas as a destination.

#### Outcome 3

- ◆ Describe the value of tourism to the UK, Scotland and the local areas according to the most up to date research based on government or National Tourism Body figures.
- ◆ Identify the amount of people employed in Tourism in the UK over the last 3-5 years.
- ◆ Describe two jobs carried out in the tourism industry in the UK.
- ◆ Explain the value of the outbound tourism industry in the UK.
- ◆ Explain two employment opportunities in the outbound tourism industry in the UK.



## National Unit Support Notes

**Unit title:** Travel and Tourism in the UK (SCQF level 6)

Unit Support Notes are offered as guidance and are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### Guidance on the content and context for this Unit

The Unit is designed to give an introductory overview of the Travel and Tourism industry set in a UK context. The content of this Unit should give learners an introduction to the size, structure and importance of the industry in the UK. The focus should be on knowledge and understanding of how the various sectors combine to make up the Travel and Tourism product.

Outcome 1 looks at the terminology used in the industry. This section should expand and develop the range and complexity of those terms covered in the level 5 Unit *Travel and Tourism: An Introduction*. Candidates will need to be familiar with key terms for the industry including tourism, tourist, excursionist, domestic tourism, incoming tourism, outbound tourism, tourist trips and tourist nights. Further to this learners should be familiar with terms such as travel agents, tour operators.

The tourism industry is segmented into various markets. It is expected that learners will be able to identify the main market of the industry. It would be acceptable for centres to focus on key sectors in their local area. The range of market segments may include: Business, Food and Drink, Golf, Adventure, Events, Cycling, Walking, Sports, Ancestral, Heritage, Wildlife, Marine and Activity. These sectors are open to change and should be kept current.

Outcome 2 explores the structure of the industry in the UK. Organisations involved in the regulation of the industry should also be identified and the role of these discussed. For example, the role of the CAA with regard to travel or UK Inbound with regard to inbound tour operators. Case study type learning might be a suitable way to introduce the responsibilities of the regulatory authorities.

The role of organisations involved in the promotion of tourism should also be covered. National Tourist Boards and other agencies responsible for developing tourism in the UK should also be explored such as Visit Britain and Local Tourism Organisations.

Outcome 3 will look at the value and the size of the industry and compare the domestic tourism industry to that of the outbound market. The monetary value, employment opportunities and number of visitors should be compared locally, across Scotland and across the UK.

This Unit is a mandatory Unit in the National Certificate in Travel and Tourism level 6.

## National Unit Support Notes (cont)

**Unit title:** Travel and Tourism in the UK (SCQF level 6)

### Guidance on approaches to delivery of this Unit

The Outcomes in this Unit are probably best taught in sequence. Outcome 1 focuses on the basic terminology used in the industry. The range of terms is extended from the SCQF level 5 Unit *Travel and Tourism: An Introduction*. Some repetition is necessary to ensure underpinning industry knowledge as some centres may not deliver the level 5 Unit.

Outcome 1 requires imaginative delivery to stimulate and maintain initial interest. Candidates are expected to be able to explain the main terms used in industry and therefore practical examples and scenarios will help to reinforce these.

The market segments could be delivered by way of case studies or visits to the local area. Tourism Intelligence Scotland also produce materials based on market segments that may help develop knowledge. Candidates could be requested to create fact sheets or infographs on the various sectors.

Outcome 2 gives a brief introduction to the structure of the industry. Case study type learning might be a suitable way to introduce the responsibilities of the regulatory authorities.

The role of organisations involved in the promotion of tourism should also be covered. National Tourist Boards and other agencies responsible for supporting tourism in the UK should also be explored such as VisitBritain and Local Tourism Organisations. Candidates should be made familiar with the websites of the various organisations.

Outcome 3 will look at the value and the size of the industry and compare the domestic tourism industry to that of the outbound market. The monetary value, employment opportunities and number of visitors should be compared locally, across Scotland and across the UK. Candidates should be able to interpret figures from UK level to the local area using official tourism statistics.

### Guidance on approaches to assessment of this Unit

A closed-book multiple choice or short answer tests would be a suitable format for assessing Outcomes 1 and 3. There could be a focus on online assessment for these Outcomes.

Outcome 2 could be assessed using a case study. The student work produced could be in the form of a report, PowerPoint presentation or using alternative methods such as posters or leaflets.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

## National Unit Support Notes (cont)

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### Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at [www.sqa.org.uk/e-assessment](http://www.sqa.org.uk/e-assessment).

E-assessment should be encouraged for Outcomes 1, 2 and 3.

### Opportunities for developing Core and other essential skills

Throughout this Unit learners will be gathering and presenting information on the travel and tourism industry providing the opportunity for learners to develop skills in researching, analysing and organising information, using information technology and both oral and written presentation skills. As learners are working on this Unit they will be developing aspects of the Core Skills in *Communication, Information and Communication Technology (ICT) and Problem Solving*. Employability skills will be developed through the use and familiarisation with industry materials, working with others as part of group activities and the presentation of information to industry standards.

## History of changes to Unit

Version	Description of change	Date

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## **General information for learners**

### **Unit title:** Travel and Tourism in the UK

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit gives the learner a brief overview of travel and tourism industry in the UK. Candidates will learn about the main terms used in the industry and the key sectors that make up the travel and tourism product.

In the first Outcome you will develop knowledge of how we define tourism and tourists. You will also learn about definitions and descriptions of key industry sectors.

Travel and Tourism in the UK is a very large industry. Various sectors are involved in providing services for tourists. If you go on a holiday abroad you will need some form of transport to get you there. You will usually stay in some form of accommodation and you might visit special places or do exciting things. All of these services are required to support tourism in the UK. Outcome 2 looks at the wide range of organisations involved in the UK industry.

Outcome 3 looks at the size of the industry and the money it generates. You will also learn about the amount and range of jobs in the industry and you will look at how the industry is monitored in order to find out this information.

Candidates will develop their knowledge and skills by applying their learning to the industry in the UK.