NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number-   5110106   -Session-1996-97

-Superclass-   NK

-Title-   **INTRODUCTION TO THE TRAVEL INDUSTRY**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Describing the structure of the travel industry, outlining the roles and functions of travel agents and tour operators and understanding the legal obligations and responsibilities as they relate to travel agency operation.

OUTCOMES

1.   describe the structure of the travel industry;

2.   outline the role and functions of travel agents;

3.   outline the role and operations of tour operators;

4.   identify the legal obligations and responsibilities applicable to travel agents.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However, it is recommended that candidates have a qualification in English.

This may be evidenced by possession of the following:

Standard Grade English (at band 3 or above) or NC module 7110045 Communication 3

For further information contact: Commitltee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

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STATEMENT OF STANDARDS

UNIT NUMBER: 5110106

UNIT TITLE: INTRODUCTION TO THE TRAVEL INDUSTRY

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

OUTCOME

    1.   DESCRIBE THE STRUCTURE OF THE TRAVEL INDUSTRY

PERFORMANCE CRITERIA

    (a)   The sectors of the travel industry are identified fully.
    (b)   The chain of distribution is illustrated comprehensively.
    (c)   Major travel organisations are identified correctly with the appropriate sector.
    (d)   Examples of vertical and horizontal integration are illustrated correctly.

RANGE STATEMENT

Sectors: travel agents; tour operators; transportation companies; accommodation providers; trade and support organisations.

EVIDENCE REQUIREMENTS

Written or oral evidence is required for each performance criterion and for each critical class in the range statement to show that the candidate can describe the structure of the travel industry.

The evidence will include for: performance criterion (a) coverage of range; performance criterion (b) illustration supported by explanation; performance criterion (c) not less than: three travel agents; three tour operators; six transportation companies (air, land and sea); one accommodation provider; one trade association; one licensing/regulatory body; performance criterion (d) one example on vertical and one example of horizontal integration supported by explanations.

OUTCOME

> **2.** OUTLINE THE ROLE AND FUNCTIONS OF TRAVEL AGENTS

PERFORMANCE CRITERIA

> (a) The role of the travel agent is explained clearly.
> (b) The functions of the travel agent are described comprehensively.
> (c) The revenue earning aspects of the travel agent are explained clearly.
> (d) The range of posts in travel agencies are identified correctly.
> (e) The requirements of travel agency staff are described comprehensively.

RANGE STATEMENT

Revenue earning aspects: commission rates and structures; sales policies; service charges.

Requirements of staff: personal attributes; technical skills.

EVIDENCE REQUIREMENTS

Written or oral evidence is required for each performance criterion and for each critical class in the range statement to show that the candidate can outline the role and functions of travel agents.

The evidence will include for performance criteria (d) and (e) not less than three types of travel agency post.

OUTCOME

> **3.** OUTLINE THE ROLE AND OPERATIONS OF TOUR OPERATORS

PERFORMANCE CRITERIA

> (a) The role of the tour operator is explained clearly.
> (b) The basic planning aspects of tour operating are described accurately.
> (c) The product range of a tour operator is illustrated comprehensively.
> (d) The principal duties of selected tour operator staff are stated correctly.

RANGE STATEMENT

Product range: season; client type; activity; destination; specialist.

Tour operator staff: sales/reservations; overseas representative.

EVIDENCE REQUIREMENTS

Written or oral evidence is required for each performance criterion and for each critical class in the range statement to show that the candidate can outline the role and operations of tour operators.

OUTCOME

> **4.**   IDENTIFY THE LEGAL OBLIGATIONS AND RESPONSIBILITIES APPLICABLE TO THE TRAVEL AGENT

PERFORMANCE CRITERIA

> (a)   The purpose and principal terms of agency agreements are explained correctly.
> (b)   The key implications of laws applicable to travel retailing are correctly stated.
> (c)   The main requirements of trade associations and licensing bodies are summarised concisely.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written or oral evidence is required for each performance criterion to show that the candidate can identify the legal obligations and responsibilities applicable to the travel agent.

The evidence will include for: performance criterion (a) not less than three principal terms; performance criterion (b) not less than two key applications; performance criterion (c) not less than two main requirements.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

In certain cases, modified outcomes and range statements can be proposed for certification. See references at end of support notes.

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

SUPPORT NOTES

UNIT NUMBER: 5110106

UNIT TITLE: INTRODUCTION TO THE TRAVEL INDUSTRY

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE   This unit is designed for candidates employed in or intending to seek employment in the travel industry. It covers the underpinning knowledge required for the specialist travel units. It is suggested that this unit is only taken by candidates covering a cohesive programme of retail travel practice units.

SQA publishes summaries of NC units for easy reference, publicity purposes, centre handbooks, etc. The summary statement for this unit is as follows:

This unit will enable you to describe the structure of the travel industry, outlining the roles and functions of travel agents and tour operators and understanding the legal obligations and responsibilities as they relate to the travel agency operation.

CONTENT/CONTEXT   This unit should be seen in the context of providing underpinning knowledge for the candidate undertaking a programme of travel specific units such as: 5110006 Accommodation, Package Holidays and Related Products; 5110426 Surface Travel; 5110436 Air Travel: Primary (x 2); 5110116 Travel Agency Practice; 5240006 Selling the Travel and Tourism Product. Whilst it may be taken in isolation, it provides an opportunity for integration with the specialist units. It should be delivered within the context of current information and reference should be made to the trade press and the latest editions of appropriate text books. This unit is an 'introduction' to the travel industry and it is intended that an awareness level should be achieved.

Corresponding to outcomes 1-4:

1.   Trade and other reference sources for listing; sectors - core and peripheral; chain of distribution - producers, wholesalers, retailers, counsellors; integration; common interest bodies; consortia; conglomerates.

2.   Types of travel agent; agent/principal relationship; agent/client relationship
        including confidentiality; services and products; operational matters; commission structures including incentive schemes; other revenue earning activities; discounts/special offers; staffing - requirements, qualities, technical skills, qualifications.

3.   Role of tour operator; types of tour operator; planning process - research, contracting, brochure production; product range; marketing tactics; sales/reservations; roles of tour operators' staff.

4.   Agency agreements - requirements of both parties; current legislation to cover consumer production, provision of information and services, and premises; trade code(s) of conduct; licensing agreements.

APPROACHES TO GENERATING EVIDENCE   A candidate-centred, resource based learning approach is recommended supported by lecturer exposition of key points. The inclusion of guest lectures, visits and work experience may provide an opportunity to gather evidence.

ASSESSMENT PROCEDURES   Centres may use the instruments of assessment which are considered by tutors/trainers to be most appropriate. Examples of instruments of assessment which could be used are as follows:

Outcome 1

Performance criteria (a) and (c) could require the candidate to prepare a table with the sector classifications as headings and requiring a given list of 20 named organisations to be plotted under the appropriate headings. Performance criterion (b) could require the candidate to illustrate diagrammatically, supported by an explanation, the chain of distribution an performance criterion (d) the preparation of diagrams, supported by explanations, based on a given list of named organisations to illustrate vertical and horizontal integration.

Satisfactory achievement of this outcome will be based on the candidate achieving fifteen correct responses for the assessment covering performance criterion (a) and (c) and ensuring that all sectors are covered and for performance criterion (b) and (d) accurate diagrams and correct explanations are prepared.

Outcome 2

The candidate could be set restricted response questions as follows: one based on performance criterion (a); one on performance criterion (b); three on performance criterion (c); five on performance criterion (d).

Satisfactory achievement of this outcome will be based on the candidate achieving: correct responses for the assessments covering PCs (a) and (b); two for performance criterion (c); three for performance criterion (d).

Outcome 3

The candidate could be set an assignment to cover all performance criterion, with work carried out in groups (allocated a particular tour operator) but requiring the submission of individual material.

Satisfactory achievement will be as stated in the 'evidence requirements' section.

Outcome 4

The candidate could be set twelve short answer questions as follows: five based on performance criterion (a); four on performance criterion (b); three on performance criterion (c).

Satisfactory achievement of this outcome will be based on the candidate achieving: three correct responses for performance criterion (a); three for performance criterion (b); two for performance criterion (c).

Assessors should monitor and control the assessment process to ensure its reliability and validity.

REFERENCES

1.   Guide to unit writing. (A018).
2.   For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment. (B005).
3.   Procedures for special needs statements are set out in SQA's guide 'Candidates with Special Needs'. (B006).
4.   Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures. (F009).
5.   For details of other SQA publications, please consult SQA's publications list. (X037).