

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

GENERAL INFORMATION

-Module Number- 5110126

-Session-1996-97

-Superclass- NK

-Title- TRAVEL AND TOURISM STUDY VISIT

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Analysing the tourist qualities of a destination area in order to assess its appropriateness for a variety of client types and providing full and accurate information about the destination through desk research and the visit. Working as a member of a team, understanding and demonstrating the interpersonal and self-management skills required by an employee in the travel and tourism industry.

OUTCOMES

1. provide information to the destination area through desk research;
2. evaluate a range of accommodation units in the resort/area from first hand experience during a visit of not less than three nights;
3. evaluate amenities and attractions of the resort/area from first hand experience during a visit of not less than three nights;
4. examine the operation of a travel/tourism organisation within the resort/area;
5. demonstrate the interpersonal and self-management skills required by an employee in the travel and tourism industry.

CREDIT VALUE: 1 NC Credit

ACCESS STATEMENT: Access to this unit is at the discretion of the centre. However, it is recommended that is undertaken as an integral component of a vocational programme designed for the candidate who is working, or intending to work, in the travel and tourism industry. It is recommended that candidates have a qualification in English and underpinning knowledge relating to travel and tourism and travel geography.

This may be evidenced by possession of the following:

- (a) Standard Grade English (at band 3 or above) or NC module 7110045 Communication 3.
- (b) NC modules 5110106 Introduction to the Travel Industry or 5110052 The Structure of the Tourist Industry; 5110006 Accommodation, Package Holidays and Related Products or 5240026 Introduction to the Scottish Tourism Product.
- (c) NC modules 5110446 British Isles Travel Geography or 5110456 European and Mediterranean Area Travel Geography.

For further information contact: Committee 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).

NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION

STATEMENT OF STANDARDS

UNIT NUMBER: 5110126

UNIT TITLE: TRAVEL AND TOURISM STUDY VISIT

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. PROVIDE INFORMATION ON THE PROPOSED VISIT THROUGH DESK RESEARCH

PERFORMANCE CRITERIA

- (a) Examples of suitable accommodation are identified accurately and fully.
- (b) A variety of amenities and attractions are identified correctly.
- (c) Excursions which are feasible within day are described concisely.
- (d) Travel information to the destination resort/area is detailed accurately.
- (e) Miscellaneous information regarding the destination area is accurate and complete.

RANGE STATEMENT

Accommodation: suitable to the requirements of the group should be selected from the range available in terms of: location; facilities including sports and entertainments; preferred room type and meal plan.

Travel information: method; duration of journey, features.

Miscellaneous information: Bank holidays; banking hours; special events; local craftwork/goods; local food/drink.

EVIDENCE REQUIREMENTS

Evidence of actual performance is required for each performance criterion and for each critical class in the range statement and should be gathered from direct observation of the candidate in the workplace or from realistic simulations which accurately reflect the conditions of the workplace.

The evidence will be based on the production of a pre-visit research folio to include for: performance criterion (a) at least two accommodation units; for performance criterion (b) five amenities/attractions; for performance criteria (c) two excursions; for performance criterion (e) five items of miscellaneous information.

OUTCOME

2. EVALUATE A RANGE OF ACCOMMODATION UNITS IN THE RESORT/AREA FROM FIRST HAND EXPERIENCE DURING A VISIT OF NOT LESS THAN THREE NIGHTS

PERFORMANCE CRITERIA

- (a) Information provided on accommodation units visited is accurate.
- (b) Location of each accommodation unit is indicated accurately on resort/area map.
- (c) Suitability of each unit for various client types is assessed and justified.

RANGE STATEMENT

Accommodation units: hotel/other services accommodation; self-catering accommodation.

Information provided: official/other grading; first impressions; number of bedrooms and types; range of facilities; day and evening entertainment for adults and children; dining arrangements; proximity to: other entertainments; tourist shops; supermarkets; beach/swimming facilities.

Location of unit: accurately detailed map locating unit's position in resort/area in relation to: major landmarks; amenities; public transportation routed; taxi ranks; other accommodation units.

Client types: families with young children or with teenagers; young couples; groups; special interest; special needs; youth; elderly.

Suitability: access; range of appropriate facilities; location.

EVIDENCE REQUIREMENTS

Evidence of actual performance is required for each performance criterion and for each critical class in the range statements and should be gathered from direct observation of the candidate in the resort/area.

The evidence will be based on a portfolio of worksheets completed during accommodation visits or from questioning. At least five different accommodation units should be visited and assessed, covering at least two different grades.

OUTCOME

3. EVALUATE AMENITIES AND ATTRACTIONS OF THE RESORT/AREA FROM FIRST HAND EXPERIENCE DURING A VISIT OF NOT LESS THAN THREE NIGHTS

PERFORMANCE CRITERIA

- (a) Amenities and attractions are located accurately on resort/area map.
- (b) Participated actively on visits to a selected range of amenities and attractions.
- (c) Accurate information is provided about amenities and attractions visited.
- (d) The appeal/suitability of each amenity/attraction for various client types is assessed and justified.

RANGE STATEMENT

Information: accessibility; standards; cost of amenity/attraction; availability of information about the amenity/attraction.

EVIDENCE REQUIREMENTS

Evidence of actual performance is required for each performance criterion and for each critical class in the range statement and should be gathered from direct observation of the candidate in the resort/area.

The evidence will be based on a portfolio of worksheets completed during visits to amenities/attractions or from questioning. At least two different amenities/attractions should be visited and assessed.

OUTCOME

4. EXAMINE THE OPERATION OF A TRAVEL/TOURISM ORGANISATION WITHIN THE RESORT/AREA

PERFORMANCE CRITERIA

- (a) Participated actively on a visit to the organisation or at a presentation by the organisation.
- (b) The role and functions of the organisation is described concisely.
- (c) A simple organisation chart is drawn accurately.
- (d) The duties and responsibilities of a selected employee are clearly identified and their position on the organisation chart is highlighted correctly.

RANGE STATEMENT

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

EVIDENCE REQUIREMENTS

Evidence of actual performance is required for each performance criterion and should be gathered from direct observation of the candidate in the resort/area.

The evidence will be based on a worksheet and an organisation chart completed during the visit to the organisation/presentation by the organisation or from questioning. For performance criterion (b) the role and two functions must be described.

OUTCOME

- 5. DEMONSTRATE THE INTERPERSONAL AND SELF-MANAGEMENT SKILLS REQUIRED BY AN EMPLOYEE IN THE TRAVEL AND TOURISM INDUSTRY

PERFORMANCE CRITERIA

- (a) Self management skills are demonstrated by an agreed code of conduct being followed satisfactorily.
- (b) Good interpersonal skills are demonstrated.

RANGE STATEMENT

Code of conduct: punctuality; dress and presentation; behaviour; following instructions; completion of tasks.

Interpersonal skills: co-operation with group members and local personnel; consideration for others and acting responsibly at all times.

EVIDENCE REQUIREMENTS

Evidence of actual performance is required for each performance criterion and for each critical class in the range statement and should be gathered from direct observation of the candidate in the resort/area.

The evidence will be based on a personal profile completed during activities/visits in the resort/area.

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.

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NATIONAL CERTIFICATE MODULE: UNIT SPECIFICATION**SUPPORT NOTES**

UNIT NUMBER: 5110126

UNIT TITLE: TRAVEL AND TOURISM STUDY VISIT

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 or intending to seek employment in the travel and tourism industry. It provides the candidate with the opportunity to experience first hand, the travel and tourism product, in order to enhance the candidate's product knowledge and interpersonal skills; both of which are considered vital qualities for employment in this sector. It is strongly recommended that this unit is only taken by candidates undertaking a cohesive programme of units covering specialist travel and tourism courses.

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 analyse the tourist qualities of a destination area in order to assess its appropriateness for a variety of client types and providing full and accurate information about the destination through desk research and the visit. Working as a member of a team, understanding and demonstrating the inter-personal and self-management skills required to be an employee in the travel and tourism industry.

CONTENT/CONTEXT

Corresponding to outcomes 1-4:

1. Accommodation: range; different types and grades; location; facilities - including sports and entertainment; room types; meal plans.

Excursions: day and evening excursions available in and around the resort/area; type, appeal, approximate cost.

Travel information: methods, duration of journey, features.

Miscellaneous information: Bank holidays; banking hours; special events; local craftwork/goods; local food/drink

2. Accommodation units: hotels/other services accommodation; self-catering accommodation. Information provided: official/other grading; first impressions; number of bedrooms and types; range of facilities; day and evening entertainment for adults and children; dining arrangements; proximity to: other entertainment's; tourist shops; supermarkets; beach/swimming facilities. Location of unit: accurately detailed map; locating unit's position in resort/area in relation to: major landmarks; amenities; public transportation routes; taxi ranks; other accommodation units.

Suitability: for a variety of clients types including: families with young children or with teenagers; young; groups; special interest, special needs, youth, elderly - consider: access; range of appropriate facilities; location.

3. Amenities and attractions: areas of natural beauty; historical sites/buildings; sports facilities; theme parks; entertainment facilities; tourist information offices; shopping facilities; cultural attractions.

Information required type of amenity/attraction; location; entrance charge (if appropriate); child/group/senior./citizen's reduction; availability of information about the amenity/attraction; signage/interpretation: clear? various languages?, catering arrangements (if appropriate).

Accessibility: proximity to candidate's accommodation unit and ease of access by public transport and taxi.

Suitability: ease of access in and around amenity/attraction; range of facilities; language/interpretation; cost; interest value; for a variety of client types including families with young children or with teenagers, young couples; groups; special interest, special needs, youth, elderly.

4. The organisation: one of the following: tour operator; tourist information centre; ground handling operator; theme park; major car rental company; hotel group; car ferry company; large leisure complex; large visitor attraction.

The operation; at least two functions of the organisation should be directly observed. Duties and responsibilities: a comprehensive list is compiled.

APPROACHES TO GENERATING EVIDENCE An activity based, candidate - centred approach is recommended. Work in small groups is highly appropriate.

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

The candidate could produce a folio of pre-visit research to cover all the performance criteria.

Satisfactory achievement of this outcome is as stated in the evidence requirements section and should be supported by a checklist.

Outcome 2

The candidate could produce a folio of worksheets designed to cover all the performance criteria.

Satisfactory achievement of this outcome is as stated in the evidence requirements section.

Outcome 3

The candidate could produce a folio of worksheets designed to cover all the performance criteria. A group presentation would enhance the evidence for this outcome.

Satisfactory achievement of this outcome is as stated in the evidence requirements section.

Outcome 4

The candidate could produce a worksheet and an organisation chart designed to cover all the performance criteria.

Satisfactory achievement of this outcome is as stated in the evidence requirements section.

Outcome 5

The performance criteria could be assessed against a student profile designed to cover all the performance criteria. Completion of the profile should be negotiated with the student.

Satisfactory achievement of this outcome is as stated in the evidence requirements sections.

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

RECOGNITION Many SQA NC units are recognised for entry/recruitment purposes. For up-to-date information see the SQA guide 'Recognised Groupings of National Certificate Modules'.

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).

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