

National Unit Specification: general information

UNIT Business Practices in Travel and Tourism (Intermediate 2)

CODE DM4M 11

COURSE Travel and Tourism (Intermediate 2)

SUMMARY

This Unit is a mandatory Unit of the Travel and Tourism (Intermediate 2) Course and is also available as a free-standing Unit.

This Unit introduces essential underpinning knowledge and understanding about the industry, and certain business practices related to the structure and operational aspects of travel and tourism. In particular, the importance of information and communication technology, promotion and customer service are studied.

This Unit is one of the three mandatory Units which together make up the Travel and Tourism (Intermediate 2) Course. The other two Units are *Travel and Tourism: An Introduction* and *Tourist Destinations*.

The specific aims of the Unit are to develop:

- ◆ a local perspective on providers and users of travel and tourism services and facilities
- ◆ an understanding of the importance and relative merits of types of promotion in the travel and tourism industry
- ◆ an understanding of the importance of customer service in the travel and tourism industry
- ◆ knowledge and understanding of the increasing use and importance of information and communication technology within the travel and tourism industry

OUTCOMES

1. Describe providers and users of travel and tourism services and facilities.
2. Explain the purpose of promotion in travel and tourism.
3. Explain the importance of customer service provision in travel and tourism.
4. Demonstrate knowledge of the use of information and communication technology in travel and tourism.

Administrative Information

Superclass: NK

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National Unit Specification: general information (cont)

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RECOMMENDED ENTRY

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

- ◆ Standard Grade English at General level or above
- ◆ Intermediate 1 Travel and Tourism or its Units

CREDIT VALUE

1 credit at Intermediate 2 (6 SCQF credit points at SCQF level 5*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

There is no automatic certification of core skills or core skills components in this Unit.

National Unit Specification: statement of standards

UNIT Business Practices in Travel and Tourism (Intermediate 2)

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 are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Describe providers and users of travel and tourism services and facilities.

Performance Criteria

- a) Identify the types and functions of providers of tourism services and facilities.
- b) Describe recognised consumer groups of users of services and facilities.
- c) Match the use of services and facilities to consumer groups.

OUTCOME 2

Explain the purpose of promotion in travel and tourism.

Performance Criteria

- a) Explain the purpose of promotion in terms of basic marketing theory.
- b) Describe methods of promotional activity used in travel and tourism.
- c) Evaluate the effectiveness of promotional materials used in travel and tourism.

OUTCOME 3

Explain the importance of customer service provision in travel and tourism.

Performance Criteria

- a) Describe accurately the principles of customer service and their application in travel and tourism.
- b) Explain the benefits of practicing good customer service in travel and tourism.

National Unit Specification: statement of standards (cont)

UNIT Business Practices in Travel and Tourism (Intermediate 2)

OUTCOME 4

Demonstrate knowledge of the use of information and communication technology in travel and tourism.

Performance Criteria

- a) Identify travel and tourism providers that make use of information and communication technology.
- b) Describe accurately current industry practice in the use of information and communication technology.

EVIDENCE REQUIREMENTS FOR THIS UNIT

The content of this Unit is given in Appendix One.

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Evidence for this Unit will be a folio which demonstrates the attainment of each of the PC's. Evidence should arise naturally as candidates progress through the Outcomes. This evidence should be produced under controlled conditions.

The assessment will sample the content and skills given in Appendix One.

The standard to be applied and the breadth of coverage are illustrated in The National Assessment Bank item for this Unit. If a centre wishes to design its own assessments for this Unit they should be of a comparable standard.

National Unit Specification: support notes

UNIT Business Practices in Travel and Tourism (Intermediate 2)

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

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

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit is designed to meet the needs of those candidates wishing to pursue a career in the travel and tourism industry and those with a general interest in the subject area. Appendix 1 provides details of the specific content of this Unit.

This Unit is one of the three mandatory Units which together make up the Travel and Tourism (Intermediate 2) Course. The other two Units are *Travel and Tourism: An Introduction* and *Tourist Destinations*.

This Unit offers candidates an introduction to the structure and business practices used within the travel and tourism industry, and it provides relevant knowledge for those who wish to progress and study the Higher Units *Structure of the Travel and Tourism Industry* and *Marketing in Travel and Tourism: An Introduction*.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

While Outcomes 2, 3 and 4 of the Unit could be taught in any order, it will be beneficial to the candidate to commence the Unit with Outcome 1, as this provides essential underpinning knowledge and understanding about the industry structure.

Contradicts evidence requirements

An integrative approach to the teaching and assessment of these Outcomes is desirable and an investigation into local travel and tourism is strongly recommended. Candidate guidelines, based on the Performance Criteria, might be designed to support field work by small groups. Candidates would then report back to their peers. With assistance from the teacher/lecturer, group discussion, further group visits to key services and facilities and input from visiting practitioners, each candidate can build up a folio of information to meet the evidence requirements.

◆ Outcome 3

Candidates could learn about the principles and benefits of customer service through attendance at a 'Welcome Host' awareness raising day.

Where this Unit is delivered as part of the *Travel and Tourism (Intermediate 2)* Course, it is envisaged that it be delivered after the Unit *Travel and Tourism: An Introduction*.

National Unit Specification: support notes (cont)

UNIT Business Practices in Travel and Tourism (Intermediate 2)

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The Unit will be assessed holistically by one instrument of assessment. An investigation in which candidates learn from real life experiences in their community is preferable, as it will enhance interest in the Unit. However, it is appreciated that some centres may have difficulty in managing field research, given the length of timetable periods and concerns about the security of candidates whilst away from the centre. In such cases, it would be possible to carry out library based investigation supplemented, where possible, by visiting speakers. Centres would have to ensure that appropriate resources are in place.

In order that the teacher/lecturer can participate effectively in group discussions he/she should investigate the local area. In an area such as Edinburgh that receives many visitors, the tutor may be overwhelmed with potential ideas - in this situation selection will be necessary. In other parts of the country facilities and services may be more difficult to find, therefore greater planning may be necessary.

The teacher /lecturer will be required to work closely with each candidate to ensure that performance criteria are being met. A checklist and referencing system should be used. The referencing system should be explained and should allow the assessor to relate the evidence to the relevant outcome and performance criteria. While some of the material collected to support this assessment may be gathered collectively, the teacher /lecturer should ensure that the information produced by the candidates is their own work.

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*.

National Unit Specification: statement of standards

UNIT: Business Practices in Travel and Tourism (Intermediate 2)

Appendix 1 – Unit Content

NB. This appendix is within the statement of standards, ie the mandatory requirements of the Unit.

The skills and content which will be sampled to provide the evidence required for the Unit are as follows:

- ◆ Providers of travel and tourism services and facilities: private, public, voluntary.
In Scotland this is likely to include: travel agencies, tourist information centers, international, national and local transport and termini, types of accommodation and eating places, visitor attractions - including heritage centres, leisure and entertainment centres, museums, country parks and the countryside. Desk research into types of tour operator.
- ◆ Users of travel and tourism services and facilities.
Client groups including: adults, students, children, elderly, customers with additional support, families, school parties, business users/travelers, and non-English-speaking visitors, ethnic groups and individuals.
- ◆ Reasons for travel
Including: pleasure, business, rest and relaxation in a different environment, social, adventure, educational, cultural, fairs, conferences and conventions, incentive travel. Activities enjoyed by tourists as well as those facilities which are considered to be lacking.
- ◆ Promotion in travel and tourism, with some reference to marketing theory and other marketing functions
The reasons for promotion - stimulating demand and enhancement of company image. The role of different media and their appropriateness to task, audience and message. Candidates should be encouraged to suggest or design improvements where there are particular criticisms. Consideration should be given to advertising in newspapers, TV, radio, posters, billboards, brochures, and leaflets. Advertising should also be considered through public relations, exhibitions, displays in travel agencies and tourist information centres, personal selling and sales promotions.
- ◆ Principles of customer service
Awareness of the importance of: body language, first impressions, personal presentation, communication, meeting and greeting customers, recognising customer feelings and treating customers as individuals, meeting customer needs and exceeding customer expectations, dealing effectively with complaints.
Benefits to the organisation: good PR (related to promotion, repeat business, increased sales), job satisfaction, decreased staff-turnover, enjoyable experience, and less stress.
- ◆ Technology applications.
Front office functions including: making reservations, selling and promotion, providing information, handling payments, ticket issue, and maintaining records.
Back office functions including: accounting, membership, stock control.
Personnel, marketing and publicity.
Benefits of having a computer system and common trade systems eg. GDS and Viewdata.