

National Unit Specification: general information

UNIT	Structure of the Travel and Tourism Industry (new) (Higher)
CODE	DM4P 12
COURSE	Travel and Tourism (Higher)

SUMMARY

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

This Unit is designed to enable candidates to explain the structure of the travel and tourism industry in the United Kingdom and the role of its sectors and support organisations. It is designed to meet the needs of candidates wishing to pursue a career in the travel and tourism industry, and those with an interest in the subject area.

The specific aims of the Unit are to develop:

- ◆ an understanding of the various activities within the sectors of the travel and tourism industry
- ◆ an understanding of the ways in which the various sectors can be classified and how they interact
- ◆ skills in establishing sources of information, selecting information and presenting information

Appendix 1 contains the skills and content which will be covered in this Unit and will be sampled to provide the evidence required for this Unit.

OUTCOMES

1. Explain the activities of various sectors of the travel and tourism industry.
2. Explain the role and function of governmental and support organisations in the travel and tourism industry.
3. Analyse the structure of the travel and tourism industry.

Administrative Information

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National Unit Specification: general information (cont)

UNIT Structure of the Travel and Tourism Industry (Higher)

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates will normally be expected to have attained some of the following:

- ◆ Standard Grade English at grade 2 or above
- ◆ Intermediate 2 Travel and Tourism or its Units

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*)

**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 Structure of the Travel and Tourism Industry (Higher)

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 this statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Explain the activities of various sectors of the travel and tourism industry.

Performance Criteria

- a) Explain the activities of the travel and transport sector.
- b) Explain the activities of the hospitality sector.
- c) Explain the visitor and leisure attractions sector.

OUTCOME 2

Explain the role and function of governmental and support organisations in the travel and tourism industry.

Performance Criteria

- a) Identify a range of organisations from the different sectors of the travel and tourism industry.
- b) Explain accurately the roles of governmental and support organisations in the travel and tourism industry.
- c) Describe the function and membership of selected organisations.

OUTCOME 3

Analyse the structure of the travel and tourism industry.

Performance Criteria

- a) Classify accurately the various sectors and organisations within the travel and tourism industry.
- b) Identify accurately the structure of the travel and tourism industry.
- c) Analyse the structure in terms of the interaction and interdependence of the various sectors and organisations.

National Unit Specification: statement of standards (cont)

UNIT Structure of the Travel and Tourism Industry (Higher)

EVIDENCE REQUIREMENTS FOR THIS UNIT

The content of this Unit is given in Appendix 1.

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

Evidence for this Unit will be holistic in nature and involve restricted response questions related to practical/analytical work to cover all. It will be a single closed book assessment completed under supervised conditions within 1 hour.

The assessment will sample the content and skills defined in Appendix 1 by including questions which reflect the breadth of content and skills as shown.

Achievement may be determined by the use of a cut off score.

The standard to be applied and the breadth of coverage are illustrated in the National Assessment Bank items available 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 Structure of the Travel and Tourism Industry (Higher)

This part of the Unit Specification is offered as guidance. The support notes 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

This Unit provides the candidate with an understanding of the different sectors involved, and the role of the various agencies which operate in and have an influence on, the tourism industry in the United Kingdom.

The skills and content for this Unit are provided in Appendix 1.

This Unit is one of the two mandatory Units which are part of the Travel and Tourism (Higher) Course. The other mandatory Unit is *Marketing in Travel and Tourism: An Introduction*. The optional Units are *The Scottish Tourism Product: An Introduction*, and *Tourist Destinations*.

This Unit at Higher builds on the work covered at Intermediate 2 level in *Travel and Tourism: An Introduction*, Outcome 1, and *Business Practices in Travel and Tourism*, Outcome 1. This Unit requires candidates to develop a more analytical approach, whereas at Intermediate 2 the emphasis is on candidates gaining a basic understanding of the nature and practices of the travel and tourism industry.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

It is recommended that the Outcomes in this Unit are taught sequentially, as Outcomes 1 and 2 provide the underpinning knowledge required for the completion of Outcome 3.

Approaches should be candidate-centred and activity-based with ongoing guidance and tutor support. The Performance Criteria should be achieved through research and analysis. The Unit offers considerable scope for the use of project work and practical analysis. This necessitates the provision of a wide range of computer and/or paper based resources, augmented by guest speakers, industrial visits and field work. The Outcomes are inter-related and the Unit should be treated as a whole. The Unit can be integrated with *Marketing in Travel and Tourism: An Introduction (Higher)* and research for both Units could be carried out concurrently.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The instrument of assessment for this Unit could take a variety of forms, but a holistic approach to assessment is recommended, with a focus on the inter-relatedness of the various component sectors of the travel and tourism industry. The recommended approach to assessment is stated in the evidence requirements.

National Unit Specification: support notes (cont)

UNIT Structure of the Travel and Tourism Industry (Higher)

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 Structure of the Travel and Tourism Industry (Higher)

Appendix 1 – Unit Content

NB: The appendix is within the statement of standards, ie the mandatory requirements of the Unit

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

An analysis of the travel and tourism industry in terms of the various sectors:

- ◆ Range of definitions and terminology.
- ◆ The travel sector: travel agents, tour operators, incoming tour operators, internet tour operators, ground handling agents, tour guides and couriers, hotel booking agencies, conference and incentive organisers, airbrokers.
- ◆ The transport sector: airport and port authorities, airlines - scheduled, charter, low cost, cruise and shipping companies, coach companies, railways, car rental companies, reservation and sales staff.
- ◆ The hospitality sector: accommodation (hotels, major hotel groups and consortia, self catering, bed and breakfast, camping and caravan sites, holiday centres, timeshare), catering (restaurants, fast food outlets, takeaways, snack bars, tearooms, inns, bars). Quality Assurance schemes - classification and grading of accommodation.
- ◆ Visitor and leisure attractions: theatres and cinemas, nightclubs, shops, museums, art galleries, theme parks, zoos, wildlife parks, sports centres, stately homes, palaces, gardens, historic houses, heritage sites (religious, industrial, transport), other historical sites, National Trust and National Trust for Scotland properties, industrial visitor centres (for example, distilleries), countryside and scenery, country and forest parks, nature trails, craft shops and visitor centres.
- ◆ Quality Assurance schemes - grading of visitor attractions.

An explanation of the roles and functions of other organisations within the travel and tourism industry which have a co-ordinating, regulatory licensing and/or influencing function:

- ◆ Government organisations: VisitBritain, VisitScotland, tourist information centres, government agencies (Scottish Natural Heritage, Sportscotland, Arts Council, Historic Scotland, The Forestry Commission, Scottish Museums Council, Scottish Enterprise/Highlands and Islands Enterprise, Local Enterprise companies, Civil Aviation Authority).
- ◆ Support Organisations: Association of British Travel Agents (ABTA), Federation of Tour Operators (FTO), International Air Transport Association (IATA), Scottish Passenger Agents Association (SPAA), Institute of Travel and Tourism (ITT), Tourism Society, British Hospitality Association (BHA), Association of Scottish Visitor Attractions (ASVA), public and private training organisations, Scottish Tourism Forum.
- ◆ The role of other facilitating bodies: travel insurance companies, brochure producers and distributors, trade press, marketing and advertising agencies, foreign exchange dealers.

A description of the structure of the travel and tourism industry:

- ◆ The chain of distribution, core and peripheral sectors, wholly and partially involved sectors.
- ◆ Structural analysis should focus on vertical and horizontal integration and diversification, and should make reference to various sectors and organisations including: producers (hospitality, transport, attractions), wholesalers (tour operators), retailers (travel agents, tour operators, travel organisers), consumers (tourists, private and public sector facilitators).