National Unit specification

General information

Unit title: Travel and Tourism: An Introduction (SCQF level 5)

Unit code: H90N 45

Superclass:	NK
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Unit purpose

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

It is mandatory on the National Certificate in Travel and Tourism (SCQF level 5). 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 categories of providers and users in the industry.
♦ Knowledge and understanding of the benefits of tourism activities in the local area.
♦ Understanding of the use of technology in the contemporary travel and tourism industry.

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 organisations involved in supporting travel and tourism in the local area.
3 Describe providers and users of travel and tourism services and facilities.
4 Demonstrate knowledge of contemporary issues in travel and tourism.

National Unit specification: General information (cont)

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Credit points and level

1 National Unit credit at SCQF level 5: (6 SCQF credit points at SCQF level 5)

Recommended entry to the Unit

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

♦ English at SCQF level 4
♦ Travel and Tourism Units at SCQF level 4

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**.

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)   Explain the concept of travel and tourism.
(b)   Explain the key terminology used in the industry in accordance with current industry practice.

Outcome 2

Describe the organisations involved in supporting travel and tourism in the local area.

Performance Criteria

(a)   Describe organisations involved in supporting tourism in the local area.
(b)   Describe the businesses that might benefit from supporting tourism in the local area.

Outcome 3

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

Performance Criteria

(a)   Explain the types of provider of tourism services and facilities.
(b)   Describe recognised groups of users of services and facilities.
(c)   Match users to the facilities provided.

Outcome 4

Demonstrate knowledge of contemporary issues in travel and tourism.

Performance Criteria

(a)   Describe how technology is used by travel and tourism providers in the local area.
(b)   Describe current industry practice in attracting users of travel and tourism to the local area using social media.

National Unit specification: Statement of standards (cont)

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Evidence Requirements for this Unit

Outcome 1

♦ Give an accurate definition of the terms 'tourism' and 'tourist'.
♦ Explain the following terms:
 — Excursionist
 — Domestic Tourism
 — Incoming Tourism
 — Outbound Tourism
 — Tourist Trip
 — Tourist Night

Outcome 2

♦ Describe either the involvement of VisitScotland or the Destination management Organisation for the local area.
♦ Describe one example of supporting the local tourism product.
♦ Describe one business that might benefit from supporting the local tourism product.

Outcome 3

♦ Describe each of the different categories of provider that make up the travel and tourism product in the local area: Accommodation, Amenity, Attraction and Accessibility.
♦ Describe the following user groups: Leisure Tourists, Business Tourists, Visiting Friends and Relatives.
♦ Explain which user groups are most likely to use the facilities in the local area. Candidates should choose three providers for each user group.

Outcome 4

♦ Describe three different technologies used by providers in the local area that allow the user to interact with the provider. This could be a reservations system, a feedback site, a website, a mobile or tablet application or other relevant or current technology, and should focus on contemporary uses of technology.
♦ Describe two uses of social media by providers in the area to connect with potential users.

National Unit Support Notes

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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 and allow learners to relate this to their local area.

It is envisaged that the content of this Unit should be broad enough to give learners an introduction to the diversity of the industry and the industry in a modern context. The focus should be mostly on knowledge and understanding, with some analysis of the industry.

The Unit should be delivered in the context of travel and tourism in the local area. This will allow centres to decide on the most appropriate area. For example, a city area such as Glasgow, a larger area such as Aberdeen City and Shire or less specific geographical areas such as the Borders or the Highlands.

Outcome 1 looks at the terminology used in the industry. The Outcome should encourage learners to think of a definition of tourism in a modern context. The overlap with other disciplines such as leisure and recreation and hospitality should also be included.

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.

Outcome 2 will look at the organisations involved in promoting travel and tourism in the local area. A focus on organisations such as Local Authority, DMO's, Tourism Business Groups and travel providers should make up the main part of this Outcome.

Outcomes 3 and 4 should be used to focus on the facilities and services provided for tourists in the local area and the people who use these services. The providers can be categorised, for example, attractions, accommodation, amenity, and accessibility although this could also be categorised in different ways, eg leisure, accommodation, entertainment and transport.

Users or visitors to the local area should be categorised also using terms such as visiting friends and relatives (VFR), business tourism and leisure tourists. The focus should be to look at the different categories of provider and to match these with possible user groups therefore actual businesses within the local area should be used.

Outcome 4 could be delivered alongside Outcome 3 when investigating local providers.

National Unit Support Notes (cont)

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Candidates should gain an awareness of how local providers use ICT to enhance their business and communicate with users. The investigation should also look at how social media, mobile applications or other relevant and current technologies are used.

This Unit provides an introduction to travel and tourism. It also provides a foundation for those wishing to progress to the SCQF level 6 Unit *Travel and Tourism in the UK.*

This Unit is a mandatory Unit on the National Certificate in Travel and Tourism SCQF level 5.

Guidance on approaches to delivery of this Unit

The Outcomes in this Unit are probably best taught in sequence as Outcome 1 and 2 provide basic underpinning knowledge which is then built on for Outcome 3 and 4 through a local study. This local study should focus on linking the knowledge gained by giving actual examples.

The content of Outcomes 1 and 2 is factual and 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.

Candidates should focus on tourism in the local area for Outcome 3 and 4. A good local case study is perhaps a suitable approach, in which learners examine the providers and the service they offer and begin to understand why certain users might be attracted. This method could then be used to allow learners to repeat the case study for other providers. By focusing on the local area learners progressing to further study should take with them a reasonable underpinning for looking at the wider travel and tourism industry.

Guidance on approaches to assessment of this Unit

A closed-book multiple choice or short answer test could be a suitable format for assessing Outcomes 1, 2 and 3. This lends itself to e-assessment.

Outcome 4 can be assessed using a local investigation. 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.**

E-assessment should be encouraged for all Outcomes. Online short answer or multiple choice questions could be encouraged for Outcomes 1, 2 and 3 while a poster, blog or PowerPoint may be appropriate for Outcome 4.

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

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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 will give you a brief overview of travel and tourism and will focus on the local area. Candidates will learn about the main terms used in the industry by investigating what the tourism industry is and who is involved. You will learn about the people and organisations involved in both the travel and tourism industries in the local area.

The Unit will teach you about the importance of tourism to the local area and the organisations involved in the administration of tourism.

You will develop knowledge of tourism and tourists including how the industry separates different types into sub categories.

You will carry out research into local tourism service providers and the types of customer who use them. This will include looking at the differences between providers and how providers use technology to enhance their products and services and communication with the customer.

Candidates will develop their knowledge and skills by applying their learning to a local area study. This study will allow learners to link their knowledge and identify providers and users in the local area as well as the impact of organisations on local travel and tourism provision.