

Appendix to Update Letter

National Qualifications Review: Travel and Tourism

This Appendix is intended to provide centres with detailed information about the new Units and Courses which will be introduced from August 2005. It is expected that this will provide centres with sufficient detail to enable them to commence planning for the introduction of the new Units and Courses and although there is a lot of detail in the ‘content’ section” this should not be treated as absolutely final. The information below remains subject to change, although the scale of any such change will be small.

This Appendix is divided into seven separate sections.

Structure of the Courses

Unit assessment

Course assessment

Support materials

Publication of finalised Unit and Course Specifications

Launch events

Content of Units

Section 1: Structure of the Courses

Level and Title of Course	Component Units	No. of Credits	Length of Unit	Mandatory/ Optional
Intermediate 1 Travel & Tourism	Holiday Planning	1.0	40 hours	Mandatory
	Holiday Issues	1.0	40 hours	Mandatory
	Holiday Destinations	1.0	40 hours	Mandatory
Intermediate 2 Travel & Tourism	Travel and Tourism Industry : An Introduction (new)	1.0	40 hours	Mandatory
	Business Practices in Travel and Tourism	1.0	40 hours	Mandatory
	Tourist Destinations	1.0	40 hours	Mandatory
Higher Travel & Tourism	Structure of the Travel and Tourism Industry (new)	1.0	40 hours	Mandatory
	Marketing in Travel & Tourism : An Introduction	1.0	40 hours	Mandatory
	Tourist Destinations	1.0	40 hours	Optional
	The Scottish Tourism Product: An Introduction (new)	1.0	40 hours	Optional

Intermediate 1

These three Units combine the content of the seven 20 hour Units currently taught. Duplication across the Units has been removed.

Intermediate 2

The 80 hour Unit 'Introduction to Travel and Tourism' and the optional Unit 'Interacting with Customers' have been combined and condensed to create the first two Units (see above) at this level. For some centres this will mean that they have to introduce elements of customer service to their teaching. For the others which chose the optional Unit 'Interacting with Customers' they will find there is less emphasis on this area. The 'Tourist Destinations' Unit is derived from the existing 'Destinations' Units. Some global destinations have been added. Candidates will no longer have to plot destinations as part of their assessment. A list of destinations candidates must be able to identify is provided.

Higher

The two mandatory/two optional Course structure remains but the Units have all been revised. In the mandatory Units, content has been updated, and in some cases, the level of demand has been reduced. The 'Marketing' Unit now concentrates on marketing strategies rather than on the production and use of marketing plans. The 'Scottish Tourism Product : an Introduction (new)' Unit is very similar to the existing Unit. The new 'Tourist Destinations' Unit further develops the theme of expanding candidate knowledge of tourist destinations in a global context. A list of destinations candidates must be able to identify and plot is provided.

Section 2: Unit Assessment

A variety of models of assessment is used. The total volume of Unit assessment is significantly reduced and the different models of assessment reflect the different nature of the Unit outcomes.

Level	Unit Title	Type of assessment	Duration	Pass decision	Reassessment style
Intermediate 1	Holiday Planning	One holistic assessment	50 minutes	Cut off score of 50%	Full and unseen item
	Holiday Issues	One holistic assessment	50 minutes	Cut off score of 50%	Full and unseen item
	Holiday Destinations	One holistic assessment	50 minutes	Cut off score of 50%	Full and unseen item
Intermediate 2	Travel and Tourism Industry: An Introduction (new)	One holistic assessment	1 hour	Cut off score 50%	Full and unseen item
	Business Practices in Travel and Tourism	Folio of course work	Gathered during course work	Evidence of achievement of each performance criteria	Rework performance criteria which have not been achieved
	Tourist Destinations	One assessment – outcome by outcome	50 minutes	Cut off of 50% for each outcome	By outcome
Higher	Structure of the Travel and Tourism Industry (new)	One holistic assessment	1 hour	Cut off score of 50%	Full and unseen item
	Marketing in Travel & Tourism: An Introduction	Report	Course work	Evidence of achievement of performance criteria	Revise performance criteria which have not been achieved
	The Scottish Tourism Product: An Introduction (new)	One assessment – outcome by outcome	Max 30 mins. for Outcome 1. Outcomes 2 & 3 course work	Outcome 1. Outcomes 2& 3 and performance criteria to be achieved	Reassess Outcome 1 with unseen item. For Outcomes 2 & 3 performance criteria reworked
	Tourist Destinations	One assessment – outcome by outcome	Max 30 mins. for Outcome 1. Outcome 2 course work	Outcome 1. Outcome 2 performance criteria to be achieved	Reassess Outcome 1 with unseen item. Outcome 2 performance criteria reworked

Section 3: Course Assessment

Level	Duration	No. of marks	Comment
Intermediate 1	1 hour 15 minutes	100	Now marked in whole rather than ½ marks
Intermediate	1 hour 45 minutes	100	No choice
Higher	2 hours 30 minutes	100	Mandatory Units assessed out of 64. Optional Units assessed out of 36.

Section 4: Support Materials

LTScotland has undertaken to produce updated materials for each of the Units. Where existing Higher Still Support Materials still have a locus within the Units these are being updated to match the current industry situation and to focus on aspects of the Units which have undergone change. Where Units are new or the change will be significant fuller support materials are being produced.

Further support materials are also being produced in a joint venture between LTScotland and Springboard Scotland. This will consist of a CD-ROM providing case study materials which should be suitable for candidates looking at specific tourist organisations.

It is hoped that these materials will be available at the end of April.

Section 5: Publication of Finalised Unit and Course Specifications

The full Unit and Course specifications will be published on SQA's website. The target publication date for these is April 2005. Unit assessments (NABs) for each of the Units are also being produced and these will be made available through the secure website. Specimen question papers including Course Assessment Specifications, have also been written.

Section 6: Launch Events

SQA aims to run two Launch Events at the end of April/beginning of May to provide centres with an opportunity to have the new specifications and the associated assessment explained and discussed. Notification of the dates of these events will be sent to centres in the New Year. They will also be advertised on the NQ pages of the website.

Section 7: Content of Units

Intermediate 1: Holiday Planning

- ◆ identifying types of locations of holiday destinations; including coastal, rural, city and island
- ◆ identifying the variety of qualities of destinations
- ◆ attractions — scenery, climate, activity, relaxation, culture, history, event, special interest
- ◆ amenities — shopping, entertainment, sporting facilities, accommodation, catering
- ◆ identifying the limitations imposed by time available and season of the year, methods of travel (private and hired car, coach, train, boat, aeroplane), cost, distance and suitability
- ◆ interpreting graphical and tabular data from sources such as timetables and route planners
- ◆ identifying the components of a brochure holiday – duration, time of year, budget, methods and time of travel, range of available accommodation, meal options, range of amenities and attractions, facilities for activities, excursions and events
- ◆ compilation of a list of components which will demonstrate how the holidaymaker's optimum requirements relate to choices made and costs incurred (as itemised in the brochure)
- ◆ identifying sources of general and specific holiday information
- ◆ using specific methods to source holiday information — travel agency visit, phone call to a travel company, writing to a travel company or Local Tourist Organisation or Tourist Information Centre, advertisements, response using a coupon, use of an information technology source such as teletext or the internet, or any other method
- ◆ given an available budget, a time of year and a set holiday period for each candidate — using the personal holiday specification to identify an appropriate brochure and select a particular holiday which meets the client's holiday requirements and budget limitations
- ◆ completion of booking forms for a variety of different types of holiday
- ◆ identification and relative merits of the different methods of paying for holidays and their relationship with insurances and cancellation charges
- ◆ alternative bookings and arrangements which alter costs such as — different companies, different departure times, low/medium season, late availability
- ◆ additional costs — insurance; annual insurance; accommodation supplements (single room, under occupancy, sea view balcony etc), travel supplements (airport taxes, transfer costs, flight, ferry, car-hire car insurance, motorail), equipment hire, awareness of the effects of currency fluctuations, airport car parking, overnight accommodation

Intermediate 1: Holiday Issues

- ◆ identification and relative merits of different methods of payment to holidays and their relationship with insurances and cancellation charges
- ◆ spending money (cash, credit card, cash cards, foreign currency, travellers' cheques, etc), advantages and disadvantages, calculations using exchange rates
- ◆ additional administrative requirements: passport, visas, E111/health card, general health and security requirements, driving abroad
- ◆ personal requirements: cancelling home deliveries, boarding pets, home security etc
- ◆ dealing with common problem situations which may arise: changes to booking details (by customer and by company), excursion booking request or accommodation complaint for courier or hotel reception, post holiday compensation and insurance claims, holiday questionnaire
- ◆ methods of effective behaviour for personal interactions by telephone or in face-to-face situations: for example giving details and answering questions, making enquires and asking for details and directions, emotionally charged situations (making a complaint and asking for help in an emergency situation), dealing with non-English speaking third parties, insurance claims
- ◆ the impact of tourism on the host population and visitor within
 - i) the local area (within 80km/50miles of the centre)
 - ii) more distant resorts or tourist areas (Teachers/lecturers may wish to classify these — for example, social, cultural, economic, environmental, political — but the classification should not be part of the assessment). Examples: damage caused by people pressure and tourist traffic, job creation and foreign earnings, host-tourist relationships, conservation and urban development, social progress and loss of culture. Candidates should also look at how communities respond to these situations.
- ◆ compare with studies of areas likely to be visited with the emphasis being on the development of good tourism: for example, acting in a responsible and sensitive manner towards the people, culture and physical environment, not seeking to exploit economic advantage which might diminish the standing of the host; and leaving any place visited in as healthy a state as it was found

Intermediate 1: Holiday Destinations

- ◆ **Within the British Isles:**
 - locating and identifying destinations and physical features using atlases, maps, travel and tourism publications and technology sources
 - classifying a selection of major destinations by type, ie scenic, coastal/island, tourist town/city, activity/special interest
 - collecting and using tourist information to satisfy different personal requirements, identifying two suitable destinations from the classification groups. One destination must be either scenic or coastal/island, the other must be either town/city or activity/special interest.

- accessibility (major routes, distance from home area, journey times from home area)
- tourist information (accommodation, attractions, amenities and climate)

◆ **In the rest of the world:**

- locating and identifying destinations and physical features using atlases, maps, travel and tourism publications and technology sources
- classifying a selection of major destinations by type ie scenic, coastal/island, tourist town/city, activity/special interest
- collecting and using tourist information to satisfy different personal requirements, identifying two suitable destinations from the classification groups. One destination must be either scenic or coastal/island, the other must be either town/city or activity/special interest.
- accessibility to the study area (airport, or port of entry, journey details from home area)
- tourist information about the study area (accommodation, attractions, amenities, local food and drink, and climate)
- language information: useful words, common signs and menu items

Intermediate 2: Introduction to Travel and Tourism Industry (new)

◆ Travel and Tourism terminology, including:

- modern definitions of tourism
- the complexity of definitions and overlap with other disciplines such as leisure
- and recreation and hospitality

◆ In particular, candidates should be familiar with the following terms:

- tourism
- travel and tourism
- tourist
- excursionist
- travel and tourism product
- domestic tourism
- incoming tourism
- outbound tourism
- tourist trip
- tourist nights
- visiting friends and relatives (VFR)
- incentive travel
- business tourism
- mass tourism
- long haul destination
- tour operator
- charter flight

- ‘no frills’/low cost airline
- package holidays scheduled, including ‘no frills’
- ◆ The concept of tourism:
 - as one use of leisure time
 - the act of travelling
 - temporary stay
 - activities undertaken at the destination
- ◆ The history of travel and tourism, including:
 - the growth of spas and seaside resorts
 - the Grand Tour
 - the Industrial Revolution and the development of railways and steamships
 - the part played by Thomas Cook
 - relevant government acts in relation to bank holidays and holidays with pay (1871 Bank Holiday Act, 1938 Holidays with Pay Act and 1969 Development of Tourism Act)
 - increasing personal mobility, such as the impact of increased car ownership
 - the development of holiday camps
 - the impact of World Wars, jet aircraft, tour operators, package holidays, travel agencies, purpose built resorts and specific attractions
- ◆ The scale of the industry today including:
 - long haul flights
 - second holidays
 - short breaks
 - growth in independent travel
 - environmentalism
 - the nature of employment in tourism related industries
 - main job roles and progression within the industry
- ◆ The impact of travel and tourism in relation to:
 - its direct and indirect contribution to the economy, balance of payments, development potential, low cost airlines, e-tourism
 - host-tourist relationships
 - damage caused by people pressure and tourist traffic, conservation and improvement of the natural and built environment, eco/green tourism

Intermediate 2: Business Practices in Travel and Tourism

- ◆ Providers of travel and tourism services and facilities.
In Scotland this is likely to include examples from public, private and voluntary sectors, eg travel agencies; tourist information centres; 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 needs; families; school parties; business users/travellers; 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; trade fairs; conferences and conventions; incentive travel. Activities enjoyed by tourists as well as those facilities which are considered to be lacking.
- ◆ The purpose of promotion as a key component of the marketing mix.
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.

Intermediate 2: Tourist Destinations

- ◆ identifying the main destinations and physical features listed below using atlases, maps, travel and tourism publications and technology sources (see list below)
Within the United Kingdom:
London, Blackpool, Bournemouth, Brighton, Scarborough, York, Manchester, Torbay, Newquay
Edinburgh, Glasgow, Dundee, Aberdeen, Perth, Ayr, North Berwick, St Andrews, Inverness, Fort William, Oban, Aviemore

River Severn, River Tay, River Spey, Loch Ness
Dartmoor, Peak District, Snowdonia, Cairngorm Mountains, Ben Nevis, Glencoe,
Land's End, John O'Groats
South West England, Devon, Cornwall, Lake District, Scottish Highlands,
Trossachs and Loch Lomond
Clyde Coast, Devon, Cornwall
Forth Bridge

Within Europe:

Spain, France, Greece, Italy, Portugal, Croatia, Switzerland, Germany, Norway,
Turkey,
Cyprus, Sicily, Corfu, Crete, Rhodes, Majorca, Ibiza, Tenerife
Pyrenees, Rhine Valley, Sierra Nevada
Lisbon, Prague, Dublin, Geneva, Bruges, Berlin, Seville, Nice, Amsterdam,
Madrid,
Paris, Barcelona, Athens, Rome, Venice, Florence, Naples
Costa Blanca, Costa Brava, Costa del Sol, Brittany, Loire Valley, French Alps,
Cote d'Azur, Italian Lakes

Within USA and the Caribbean:

Las Vegas, Los Angeles, San Francisco, Chicago, Denver, New Orleans, New
York,
Washington, Miami
Colorado, New England, Florida, California
River Mississippi, Rocky Mountains, Niagara Falls
Trinidad, Cuba, Dominican Republic, Barbados, Jamaica

- ◆ using similar information and reference sources to classify destinations by type:
 - i. UK — scenic coastal, historical, cultural, island, activity, special interest.
 - ii. Europe — summer sun, winter sun, citybreak, lakes and mountains, wintersports
 - iii. United States and Caribbean — long-haul citybreak, summer/winter sun

- ◆ identifying a selection of key features of different types of tourist destinations and attractions within the areas listed below and qualities of destinations, including:
 - accessibility — major routes by land, air or sea; journey times; transfer times from gateways; tour operators' packages featuring the destinations
 - attractions — climatic; scenic; beaches; flora and fauna; events; visitor attractions; excursions; local food and drink
 - amenities — shopping; entertainment; sports facilities; accommodation

- ◆ compiling and providing tourist information on the defined area to satisfy client requirements, identifying suitable destinations based on client type and specified requirements

In relation to the two bullet points above reference should be made to:

London

- ◆ Access by road, rail and air. Arrival stations and airports. Travel into the city centre from airports.
- ◆ Top ten attractions — British Museum; National Portrait Gallery, London Eye, Tate Modern and Tate Britain, National History Museum; Science Museum, Buckingham Palace, Westminster Abbey and Parliament Square, Tower of London, St Paul's Cathedral; River Thames.
- ◆ Selection of the most popular theatres and current shows, popular events — Wimbledon, Derby, Chelsea Flower Show, Trooping the Colour, The Lord Mayor's Show, Shopping - famous streets/stores.

Blackpool

- ◆ Access by road, rail.
- ◆ Blackpool Tower and Winter Gardens, Golden Mile, Pleasure Beach, Royal Lytham St Annes
- ◆ Hinterland — Lake District

Edinburgh

- ◆ Access by road, rail and air.
- ◆ Castle, Palace of Holyroodhouse, Scottish Parliament, Scott Monument, Britannia, Zoo, Royal Botanical Gardens, Edinburgh Festival and Tattoo.
- ◆ Hinterland — Forth Bridge, St Andrews, North Berwick, Muirfield

Glasgow

- ◆ Access by road, rail and air.
- ◆ The Burrell Collection, Kelvingrove Art Gallery and Museum, Museum of Transport, SECC, Hampden Park.
- ◆ Hinterland - Trossachs and Loch Lomond, Clyde Coast

Highlands of Scotland

- ◆ Access by rail road and air
- ◆ Inverness; Loch Ness, Fort William, Ben Nevis, Glencoe, West Highland line
- ◆ Ferry ports for the Isles — Oban, Ullapool
- ◆ Aviemore, Cairngorms, Braemar, John O'Groats, River Spey, Whisky, Castle Trails

South West England

- ◆ Access by road and rail.
- ◆ Devon, Cornwall and Somerset
- ◆ Cheddar Gorge, Dartmoor, Minehead, Torbay, Newquay, St Ives, Lands End/West Somerset tourist railway
- ◆ Cider and clotted cream teas

Spain

- ◆ Arrival airports from UK. Ferry routes to Northern Spain
- ◆ Madrid, Barcelona, Seville, Granada
- ◆ Costa Brava — Lloret de Mar
- ◆ Costa Blanca — Benidorm
- ◆ Costa del Sol — Torremolinos, Marbella
- ◆ Majorca, Ibiza, Tenerife
- ◆ Food and drink

Greece

- ◆ Athens — Acropolis and Parthenon, Pireus
- ◆ Corfu, Crete, Rhodes

Higher: Structure of the Travel and Tourism Industry (new)

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, The 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, local tourism organisations, tourist information centres, government agencies (Scottish Natural Heritage, Sportscotland, Scottish Arts Council, Historic Scotland, The Forestry Commission, Scottish Museums Council, National Trust for Scotland, 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)

Higher: Marketing in Travel and Tourism: An Introduction

- ◆ the role of marketing and marketing concepts, definitions, market orientation versus product orientation
- ◆ the purpose of market research: different types and methods — primary and secondary research, qualitative and quantitative research, use of data obtained through local tourist organisations and trade associations, internal records
- ◆ the marketing mix — product, price, promotion and place: its use by, and importance to, tourism businesses
- ◆ factors which affect pricing - length and intensity of visit, any USP (Unique Selling Point), the range of services provided, costs and overheads, competitors' prices, seasonal variations, target market/s, life cycle of the attraction/business, what the market will bear, image
- ◆ promotional techniques and their effectiveness including print and electronic, advertising, exhibitions, public relations and special promotions
- ◆ the principles of customer service and its importance to the tourism industry
- ◆ benefits of good customer service to the employee, the organisation, the local community and the tourism industry in general in Scotland
- ◆ current industry initiatives — eg Welcome Host, Scotland's Best
- ◆ setting aims for tourism businesses and organisations
- ◆ SWOT analysis production — strengths, weaknesses, opportunities and threats. The use and importance of a SWOT analysis
- ◆ setting appropriate objectives for a tourism business/organisation — realistic, specific, achievable, measurable

- ◆ monitoring mechanisms including visitor surveys, mystery shopper, observation, suggestions box, staff meetings and appraisals, checklists for daily tasks and procedures, quantitative methods, eg monitoring phone calls answered or lost, waiting times
- ◆ evaluation mechanisms including improvement/lack of improvement in staff relations — timekeeping, retention, absence, uptake of training, morale, motivation; increase/decrease in positive/negative feedback, increase/decrease in revenue from entrance fees, merchandise, catering; increase/decrease in visitor numbers, increase/decrease in bookings, improvement/lack of improvement in appearance of premises

Higher: The Scottish Tourism Product: An Introduction (new)

- ◆ geographical features: location, size, population (actual and trends), centres of population, climate
- ◆ physical features: location of main mountain ranges, main rivers, lochs and waterways, islands, nature reserves, forest parks, countryside areas
- ◆ tourist areas: local tourism organisations, distinct touring areas (such as the Trossachs, Burns Country, Royal Deeside, and Wester Ross) and centres (such as Pitlochry, Braemar, Aviemore, Peebles, Turnberry, Gleneagles, Stirling, Oban, Fort William, Crieff, Nairn, Inverness, Dumfries, Moffat), major resorts, touring centres in Scotland of practical and general interest to the visitor
- ◆ nature reserves, forest and country parks, National Parks and countryside and scenic areas
- ◆ gateway points such as ports and airports serving domestic and international services, island services

Emphasis should be placed on the candidate's familiarity with places and their ability to locate and identify the above confidently and accurately on a map.

- ◆ The appeal of Scotland as a tourist destination and consideration of the strengths and weaknesses of the tourism product. Tangible and intangible aspects of: land and seascapes, history, heritage, language, culture, customs and traditions, food and drink, events, business and leisure facilities, accessibility, seasonality, and the requirements of different categories of visitor, for example, both leisure and business, domestic and overseas, and day trippers.
- ◆ The nature of the tourist product at major destinations within Scotland, using current tourist literature and materials, candidates should develop knowledge and understanding of the attraction of major areas and centres for a range of purposes within leisure and business. This should include accessibility — road, rail, ferry and air networks, distance and journey times (detailed timetable work is not required). Use should be made of tourist organisation guides and other support material.
- ◆ A range of visitor attraction categories — site and event, natural and built, historic and contemporary, for example castles, abbeys, stately homes, heritage centres, visitor centres, industrial heritage sites, leisure centres, arts centres,

archaeological sites, distilleries, mills, museums, wildlife parks, mountain areas, forest and country parks, national parks, gardens, cultural and traditional events (both local and national).

- ◆ Amenity categories should be considered, such as accommodation, conference and exhibition centres, theatres and other entertainments, shops, restaurants and other catering establishments, and information services.
- ◆ Appropriateness for client type (leisure and business, families, individuals, groups) and flexibility to fulfil different functions for different client types (visitor attractions as conference and meeting venues; historic houses as venues for incentive and corporate events).
- ◆ Main activity and special interest pursuits and courses participated in by visitors.

A general awareness only, of the range of current special interest pursuits is required, as well as the ability to identify these in source materials.

- ◆ Key factors: rules and regulations, codes of conduct, seasons
- ◆ Quality Assurance schemes in operation to guide and reassure visitors on standards of visitor facilities.

The tourist product should be considered in the context of different categories of visitor, and appropriate recommendations should be made for various client types (eg leisure and business, domestic and overseas, day trippers). The candidate should achieve the level of competence of someone who may be called upon to provide general tourist information.

Higher: Tourist Destinations

- ◆ locating and identifying principal worldwide tourist receiving countries, principal tourist destinations and areas (see list below)
- ◆ locating and identifying principal physical features — continents; hemispheres; oceans; seas; rivers; mountains/ranges (see list below)

Long haul destinations:

- ◆ Canada — Toronto (including Niagara Falls), Quebec, Nova Scotia, the Canadian Rockies (Calgary to Vancouver including Banff Springs, Lake Louise, Jasper and Whistler).
- ◆ The United States — New York, Washington, Boston area, Florida (Orlando, Miami) and California (San Francisco, Los Angeles, San Diego, Pacific Coast, Route 1, famous national parks). Candidates should also be able to plot/identify Hawaii, Las Vegas, the Grand Canyon, Denver, Aspen and Vail.
- ◆ The Caribbean — including popular cruise itineraries, with focus on Cuba, Barbados, Antigua, St Lucia, the Dominican Republic and Jamaica.
- ◆ Latin America — Mexico (Cancun, Cozumel, Acapulco, Mexico City). Ecuador (Galapagos Islands), Peru (Lima, Machu Picchu and Lake Titicaca), Brazil (The Amazon and Rio de Janeiro), Argentina (Buenos Aires and the Iguazu Falls).

- ◆ Africa — Egypt, River Nile, Cairo and Luxor), Kenya and Tanzania (Nairobi, Serengeti Plain, Masai Mara, Kilimanjaro, Ngorongoro Crater and Mombasa), Victoria Falls and South Africa (Johannesburg, Cape Town, Cape of Good Hope, Table Mountain and Kruger National Park).
- ◆ India and Indian Ocean islands — the Golden Triangle (Delhi, Agra, Jaipur), River Ganges, Nepal (Kathmandu, Mount Everest), Goa, Sri Lanka, Mauritius, The Maldives and the Seychelles.
- ◆ The Far East — Japan, Indonesia (Bali), Malaysia (Penang) with reference to Singapore, Hong Kong and Thailand (Bangkok, Phuket).
- ◆ Australia — (Sydney, Melbourne, Perth, Great Barrier Reef, Uluru, Alice Springs, Gulf of Carpentaria) and New Zealand (Auckland, Rotorua, Wellington, Christchurch, Dunedin, Mount Cook and Fiordland National Park).

Candidates should also have a knowledge of the general travel geography of each of the above continents/sub regions (ie Canada, United States, Caribbean, Latin America, Africa, India & Indian Ocean Islands, Far East, Australia).

European destinations:

Physical features:

- ◆ seas — Baltic, Black, North, Adriatic, Aegean, Ionian, Mediterranean, and Bay of Biscay.
- ◆ mountains — Alps, Pyrenees, Appennines, Balkans, Carpathians, and Fjords.
- ◆ rivers — Rhine and Danube.

Countries and capitals:

- ◆ Belgium (Brussels), Ireland, Denmark (Copenhagen), Austria (Vienna), Finland (Helsinki), Sweden (Stockholm), Cyprus, Czech Republic (Prague), Hungary (Budapest), Malta, and selected other city break destinations (Bruges, Dubrovnik, Geneva, Munich, Krakow, and Oporto), Switzerland, Spain (Madrid).
- ◆ Lakes and mountain/winter sports destinations (The Tyrol, The Bernese Oberland, Kitzbuhel, St Wolfgang, St Moritz, Klosters, and Davos).
- ◆ Knowledge of the use of industry reference material and sources — including maps, atlases, brochures etc as well as agents' manuals, tourist offices and tourist information centres - to examine a range of international tourist destinations (resorts, cities, areas, islands/groups).
- ◆ Descriptions of locations and destinations.
- ◆ Descriptions of key features — including climatic conditions, time zones, time differences, languages, gateways, transfer times, appeal, attractions, food/drink, souvenirs/best buys, flora/fauna, special events, culture, history.
- ◆ Knowledge of a range of the most iconic international tourist attractions (natural, man-made and events), eg Pyramids, Taj Mahal, Great Wall of China, Niagara Falls, Rio de Janeiro Carnival, Great Barrier Reef, Grand Canyon, Statue of Liberty, Disneyland, Eiffel Tower, The Parthenon, The Colosseum.
- ◆ Knowledge of a range of tour operators' brochures, cruise programmes and airline packages.

- ◆ Identification of inclusive arrangements which satisfy given requirements
- ◆ Advice on the effects of travel to, and in, chosen destinations eg jet lag, (cause and symptoms), climatic effects (strong sunlight, heat exhaustion, snow, high altitude, illness), areas where dangerous diseases are endemic, and culture shock.
- ◆ Presentation of information to clients within target timescales and to professional standards.