

Our ref: NQ/TT/PBNC/KW

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To : SQA Co-ordinators FE Colleges
Directors of Education
Customer Account Managers

Action by Recipient	
	Response required
✓	Note and pass on
	None – update/information only

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Dear Colleague

Travel and Tourism: Project-based National Courses

Selling Overseas Tourist Destinations — C03T 11

Retail Travel — C03Y 12

Selling Scheduled Air Travel — C03X 12

This letter is intended to offer information and advice to lecturers delivering the above Courses and I shall be grateful if you will pass it to the appropriate member of staff in your centre.

Selling Overseas Tourist Destinations:

a) Changes to Extended Case Study

This Course and its associated Units remain unchanged but the wording of some sections of the 'Extended Case Study' has been amended to help improve the focus in the part of the 'developing' stage which deals with conclusions and recommendations. The Principal Assessor and marker team have again expressed concern about the way in which candidates deal with this part of the case study. Often candidates fail to compare the destinations they have researched within this section of their report and this affects their overall mark. To emphasise this, and to ensure that the more recent IT developments in the industry are included in the Extended Case Study the following alterations have been made:

Section 1: Extended Case Study Overview

Bullet point 9 now reads: *'a research based report and a case study report with conclusions which compare the holiday destinations and make recommendations'*.

Section 3:

i. Case Study Scenarios

Paragraph 2 has had the following sentence added: *'Electronic brochures/websites can be used as an alternative to paper brochures.'*

ii. What candidates need to do

Point 4 now reads: *'Draw conclusions which compare the holiday destinations and make recommendations'*.

iii. Case Study 4, which was distributed to centres for use in the 2004 diet, has been added.

Section 5: Subject/occupationally related knowledge and skills

Page 9: the last bullet point now reads: '*using real-life tour operators' products (current brochures and/or websites)*'.

A revised copy of the 'Extended Case Study' is now available on the Travel and Tourism subject-specific page of SQA's website (www.sqa.org.uk).

b) Support Materials for Selling Overseas Tourist Destinations

The Principal Assessor also noted in her report that many candidates were scoring very poorly in the Evaluation section of their Extended Case Study. The Appendix attached to this letter provides a set of support notes which include marked samples of candidate responses for this element. These are accompanied by a commentary from the Principal Assessor. It is hoped that will assist centres in identifying the standard of responses required to achieve a satisfactory mark. These responses have been annotated with comments from the PA but the headings used, spelling, punctuation and grammar is exactly as written by the candidates.

Retail Travel

The new Units which contribute to the updated version of this Course were posted on the website in August 2004. A revised Practical Assignment has now also been placed on the website. This includes changes to the briefs to accommodate the new component Units. These, together with other necessary changes can be downloaded from the Project-based National Course section of the Travel and Tourism subject page. The new Units and Practical Assignment will run in parallel with the previous Units and Practical Assignment until July 2005 when the previous ones will be withdrawn. NABs to support the new Units are also available on the secure website. Your SQA Co-ordinator has the password which enables you to access these on the secure website at: www.sqa.org.uk/sqasecure. Appropriate marking instructions will be sent to centres as required. The previous and new Units are shown on the table below.

Existing Units			Revised Units		
Code	Title	No. of credits	Code	Title	No. of credits
D451 12	Accommodation, Package Holidays and Related products	1	DF6L 12	Surface Travel	1
D452 12	Surface Travel	1	DF6K 12	Travel Agency Practice and Procedures (TAPP)	2
D453 12	Travel Agency Practice	1			
Existing Course			Revised Course		
C03Y 12	Retail Travel	1	C06K 12	Retail Travel (new)	1

Selling Scheduled Air Travel:

Selling Scheduled Air Travel has undergone similar change to Retail Travel. Units have been revised, new NABs have been written and a new Practical Assignment is also available. The table below outlines the previous and new Units for Selling Scheduled Air Travel. In July 2005 the previous Practical Assignment and the Unit '*Air Travel: Primary*' will also be withdrawn.

Existing Units			Revised Units		
Code	Title	No. of credits	Code	Title	No. of credits
D450 12	Air Travel — Primary	2	DF6M 12	Air Travel — An Introduction	2
D0VK 12	Selling the Travel & Tourism Product	1	D0VK 12	*Selling the Travel & Tourism Product	1
Existing Course			Revised Course		
C03Y 12	Selling Scheduled Air Travel	1	C06J 12	Selling Scheduled Air Travel (new)	1

* This Unit has not been modified.

Air Travel: An Introduction (DF6M 12)

Please note that within the new Unit '*Air Travel: An Introduction*' reference is made in the evidence requirements for Outcome 4 that candidates should demonstrate the use of 'void coupons'. Some automated tickets no longer require 'voids' to be issued. Where this form of ticketing is used in the teaching of this part of the Unit it would not be expected that candidates produce evidence of the use of 'voids'.

It is hoped that this interpretation of the evidence requirements will assist centres at present. The Unit descriptor and NAB will be amended to reflect this.

Should you have any queries about the above information please contact me as indicated above.

Yours faithfully,



Keith H Wright
(Qualifications Manager, Social Subjects)

Appendix: Selling Overseas Tourist Destinations

Commentary on Extended Case Study

There were two areas in the Extended Case Study where there were weaknesses in the candidates' responses. Both of these elements were where the candidates had to hand write their findings in centre-invigilated timed conditions at the conclusion of the whole case study.

1 Conclusions and Recommendations

The Conclusions and Recommendations section of the project was completed poorly by a large number of candidates and the markers highlighted this in their reports. This is also highlighted in the Principal Assessor's Report each year with suggestions to colleges offering this course.

All centres have a marking schedule for the Extended Case Study showing where marks are allocated. This section is marked out of 30. This is divided equally between the Conclusions and the Recommendations — 15 marks for each with advice to lecturers as to how the marks are allocated.

The wording currently in use — **conclusions and recommendations** — has meant that candidates have not always included **comparisons** in their work. In the revised specification which will be in use from session 2004 /05 the importance of the comparative element within the conclusions is being highlighted by the change of wording referred to in the update letter. At present, candidates tend to list the benefits for one holiday and then list the same for the other. These facts have already been given in the previous section. This does not give the direct benefit of one holiday over the other which is what the candidate is supposed to give in order to lead to a recommendation of one over the other.

Another weakness is that some candidates actually fail to recommend one destination. There is also a failure to justify why they chose the final destination linking their reasons directly to their findings and based on the customer needs.

Evaluation

This element of the Extended Case Study was also completed very poorly with less than 50% of all candidates failing to achieve 20 out of 40. There are clear guidelines in the specification of the Extended Case Study with nine bulleted points to include. There are also clear guidelines for lecturers in the marking schedule with a breakdown of each bullet point and the marks allocated.

Many candidates missed out some of the bulleted points altogether thereby losing the total marks for that part. A few projects had no Evaluation element.

Examples of Marking

Candidate A

Evaluation: The following candidate used the headings throughout as suggested in the Specification which gave a clear indication of the content of the script. It made the script easy to read and for marks to be awarded.

Task: Outline

- ◆ Outline what the case study was about — to gain 2 marks candidates must give brief details about the chosen case study.

Outline

The objective of this case study was to arrange a holiday for a fictional client, meeting all their requirements. I was given a choice of 4 briefs. I chose case study 2 which involved arranging a holiday including a wedding.

1 mark

This statement although brief was too brief and lacked details of what the case study was about. The criteria for this part state that ‘to gain 2 marks candidate must give brief details about the chosen case study’.

Task: Action Plan

- ◆ To gain 5 marks, candidate would have to look at plan and see how well the plan worked and what changes he/she might make if he/she were to do it again.

Review and Update of Plan

My timescales were a bit unrealistic as I didn't realise the amount of time I would spend researching different aspects of the holiday.

I think I achieved the aims and objectives I set out in my plan. During research I improved my knowledge of identifying and meeting customer needs. I presented the information well and I used resource and reference materials effectively.

3 marks

Timescales in the original plan were unrealistic so the candidate realised that more time should have been allowed, the aims and objectives were met using the plan — therefore the plan was effective.

Task: Suitability

- ◆ To gain 3 marks candidate must comment on the suitability of the case study chosen not the destination chosen.

Suitability of Case Study Chosen

Looking back I wish I had chosen a different case study. It was quite difficult to find detailed information on weddings abroad. The couple wanted a two centre holiday and there wasn't a wide choice in the brochures although they did state that information could be provided by phone or e-mail and wedding holidays could be tailored to suit each clients needs. I found that the tour operators weren't keen to help when they realised I wasn't actually going to book a holiday.

I also found it difficult to find art history in many long haul destinations as the culture is quite different from Europe, and my clients wanted to spend time visiting galleries etc.

3 marks

This is a good comprehensive answer worth 3 marks.

Task: Identify Knowledge and Skills gained

- ◆ To gain 8 marks — Identify knowledge and skills which have been gained and/or developed. Must make 8 valid points.

Identify Knowledge and Skills Gained/Developed

- ◆ I now know a lot more about tourist destinations in Thailand and Italy and what is available for tourists in these countries, particularly around the areas I chose for my clients.
- ◆ I now know a lot more about the legalities involved in getting married abroad.
- ◆ I have a wider knowledge of which long haul destinations offer weddings.
- ◆ I have a wider knowledge of which European and Mediterranean destinations offer weddings.
- ◆ I have a wider knowledge of art/history/culture in both countries.
- ◆ I have developed my IT skills, using footers to number the pages of my case study which I hadn't done previously.
- ◆ I have gained experience in presenting my case study in a clear and attractive way.
- ◆ I have learned that I need to manage my time more effectively.

7 marks

Although the candidate made 8 points — points 3 and 4 are virtually the same, therefore one mark is lost.

Task: Research Methods

- ◆ To gain 5 points the candidate must identify the research methods used and assess whether this was a good method or not.

Effectiveness of Research Methods Used

- ◆ *Travel Agents - I used these for brochures but didn't find them helpful for further research when they realised I wasn't going to book a holiday and I'm a hopeless liar!*
- ◆ *Brochures - were helpful but could have provided more information on two centre holidays and with some tour operators I had to work between two brochures to organise the holiday and the wedding.*
- ◆ *World Travel Guide - great for health information, information regarding passports and visas, time difference, currency, amenities and attractions etc.*
- ◆ *Internet - was helpful for more detailed information e.g. galleries, places to visit, current rate of exchange, climate, graphs etc.*
- ◆ *Flight Guide - I didn't use it at all. Flight details were in the brochures.*
- ◆ *Atlas - I used it briefly but the maps I used in my case study were downloaded from the internet.*

5 marks

This was a comprehensive answer giving more than 5 points.

Task: Strengths and Weaknesses

- ◆ To gain 10 points the candidate must make 5 valid points with justification regarding strengths and weakness of the main body of the case study report. (one mark for point and one mark for justification)

Strengths and Weaknesses of Case Study Report

I think the overall presentation is one of my strengths. I enjoy using my IT skills to present things attractively.

I kept my clients needs in mind throughout the research process so I think I found holidays they will enjoy.

I am quite good at written English which helps my case study be easier to read and understand.

I think the section on the role of the salesperson and the steps in the sales process could probably be better as by the time I got round to doing it I was rushing to finish on time.

When researching destinations I tend to get carried away then have to cut down the information I have to that which is most relevant, which takes time.

9 marks

Task: Responses

- ◆ To gain 5 marks candidates must give 5 examples of how the holiday provided specifically matches the needs of the client.

Does Holiday Match Needs?

<i>The clients require</i>	<i>I offered</i>
◆ <i>maximum 16 day holiday in June</i>	◆ <i>14 night holiday in June</i>
◆ <i>two centre holiday</i>	◆ <i>7 nights Sorrento and 7 nights Rome</i>
◆ <i>beach</i>	◆ <i>Sorrento, surrounding Amalfi coast and possible trip to Capri</i>
◆ <i>art history</i>	◆ <i>selection of galleries and museums</i>
◆ <i>flights from any London airport</i>	◆ <i>Gatwick - Naples (outbound)</i>
◆ <i>wedding</i>	◆ <i>Rome - Gatwick (return)</i>
	◆ <i>Weddings available in Sorrento and Rome so customer can choose before booking</i>

5 marks

This was an excellent way to present answer.

Task : Feedback

- ◆ To gain 2 marks candidate should express an opinion on what other types of information would be needed to have been able to provide a better service or give a more focused choice.

Feedback

I thought that I could have been provided with more information on my client's budget as it is very expensive to get married abroad and I had no guidelines to work with.

I would have liked more details on the type of accommodation they would like.

2 marks

This was a good answer.

Candidate A achieved a total of 35 marks out of 40.

Candidate B

Evaluation: This candidate had short headings to give a structure to the report but some answers did not contain enough points.

Task: Outline

- ◆ Outline what the case study was about — to gain 2 marks candidates must give brief details about the chosen case study.

Brief Outline

Mr and Mrs Kemp would like a family holiday, they have 2 children would like a holiday resort with children's clubs, water sports no cooking would also like to go Whale watching and Mrs Kemp would like beauty treatments they don't want to go to Florida/Majorca. Want to go in July and fly from a Scottish airport.

2 marks

This response included the points required.

Task: Action Plan

- ◆ To gain 5 marks, candidate would have to look at plan and see how well the plan worked and what changes he/she might make if he/she were to do it again.

Review and update time plan

I felt at the beginning my time plan was going to work out ok but with the amount of research needed began to fall behind a bit. The typing up of the research was a little difficult as it had to be done in class under exam conditions and I'm not very fast at typing! There was a lot of research needed for the project and it took quite a lot of time to find a resort that had all the family criteria especially Whale watching and beauty treatments as mostly it was the larger resorts with all the families. I felt my case study needed more time and would have liked to have done some of it at home.

3 marks

This response would gain 3 marks — one mark for reviewing the time plan, the highlighting of the difficulty of the research and the fact that the candidate needed extra time for the keying in of the project.

Task: Suitability

- ◆ To gain 3 marks candidate must comment on the suitability of the case study chosen not the destination chosen.

Suitability

Most of the countries I had chosen were suitable for the Kemp family all destinations met some if not all the criteria. When I researched into the Whale watching there are only certain countries they can be seen in July so from this I was able to choose Hawaii and Gibraltar however in July there is only an off chance you will see Humpback Whales.

0 marks

As this answer relates to the destination and not the case study it achieved no marks.

Task : Identify Knowledge and Skills gained

- ◆ To gain 8 marks - Identify knowledge and skills which have been gained and/or developed. Must make 8 valid points.

Knowledge and Skills gained

From this case study I have learned how to research different countries and how and where to find information on facilities, flights and climate. Researching this information was very interesting as I learned about these countries. Trying to match up the customers needs was quite interesting too as a parent having to make sure there is enough to keep the children occupied on holiday and it was quite difficult matching in Mrs Kemp's beauty treatments with a resort providing all the other criteria.

4 marks

There are 4 points made in the above answer giving 4 marks.

Task: Research Methods

- ◆ To gain 5 points the candidate must identify the research methods used and assess whether this was a good method or not.

Effectiveness of research methods

For research on my destinations I found the Internet a great help also the World Travel Guide provide information on climate and location as well as flight times. Travel brochures are helpful for locating resort and facilities and I used a Whale watching CD-Rom too.

4 marks

There were 4 research methods and their effectiveness in the answer.

Task: Strengths and Weaknesses

- ◆ To gain 10 points the candidate must make 5 valid points with justification regarding strengths and weakness of the main body of the case study report. (one mark for point and one mark for justification).

Strengths and Weaknesses

<i>Long haul</i>	<i>Hawaii-Maui Japan New Zealand - North Island</i>	<i>Found lots of information and all criteria was met Lots of information - no whale watching in July Lots of information - not all criteria met</i>
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<i>European</i>	<i>Spain - Costa Blanca The Med - Gibraltar Norway</i>	<i>Good information - couldn't meet all customers needs Difficult to find information - meets all customers needs Plenty information meets customers' needs but would not be hot enough for summer holiday.</i>
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2 marks

The points to be made were connected to the strengths and weaknesses of the main body of the case study report — relating to the candidate's strengths and weaknesses. Only 2 marks could be allocated here.

Task: Responses

- ◆ To gain 5 marks candidates must give 5 examples of how the holiday provided specifically matches the needs of the client.

The Hyatt resort in Maui - Hawaii met most of the criteria the Kemp family needed except they can't fly direct from a Scottish airport they need to fly to London first. All other criteria was met - whale watching, water sports, no cooking, beauty treatments, kids clubs.

5 marks

Candidate mentions 5 matched needs of the client.

Task: Feedback

- ◆ To gain 2 marks candidate should express an opinion on what other types of information would be needed to have been able to provide a better service or give a more focused choice.

Feedback

When I started this case study I chose the family holiday as I thought I'd be able to relate to it more than the others. The case study was a lot harder than I thought meeting the family's needs and amount of research I needed to do and the amount of time it took to find the information I needed was quite difficult.

2 marks

As this is a feedback relating to the candidate's experiences of the case study and although it is not exactly what the marking scheme advises it is worth 2 marks.

The total mark for Candidate B is 22.

Candidate C

Task: Outline

Although this candidate had no headings to show what each paragraph was about he/she had clear paragraphs for each bullet point.

- ◆ Outline what the case study was about — to gain 2 marks candidates must give brief details about the chosen case study.

I have been asked by the SVQ and my lecturer at College to complete a project on Selling Overseas Tourist Destinations as part of my Travel and Tourism course. The unit included reading and studying four case studies on a group of potential clients, making a selection of which case study I would like to use for my external examination. I had to write up a plan, describe why I chose the case study I chose and how I planned to research the chosen destinations. I had to choose destinations which were right for my clients, explain my aims and objectives, work to a timescale. Research three European and three long haul countries/cities and finally choose one of each to present to my clients in a case study with all details. With a hope to sell them the destination.

0 marks

This statement does not cover the chosen case study at all and only outlines what the student has had to do to complete the project, therefore would receive no marks at all.

Task : Action Plan

- ◆ To gain 5 marks, candidates would have to look at plan and see how well the plan worked and what changes he/she might make if he/she were to do it again.

I feel my plan worked well, I knew which areas I would need more information on. I feel the plan ran as expected. I found some difficulties in trying to find two centre holidays in Europe with the wedding taking place on the first week. The majority of countries I covered in the brochures did not combine two centre holidays and weddings in Europe. I chose for my clients to sightsee etc in Rome the first week then marry and relax in Sorrento the next. I feel my main problem was trying to find two centre to meet their needs in Europe. Although I feel I wouldn't go back and do anything different as I feel my clients were offered the best available.

4 marks

There were 4 points to give 4 marks.

Task: Suitability

- ◆ To gain 3 marks candidates must comment on the suitability of the case study chosen not the destination chosen.

I knew straight from the beginning as soon as my research began, trying to find a destination which suited the client's needs would be more difficult. A wedding abroad can be arranged almost anywhere in the world I found trying to combine a wedding in an exotic island and have a week visiting local history with good photograph, difficult to come across from certain brochures. Once I found my two destination that I could combine together European and Long haul I felt happy about the case studies I was doing and felt I had pictured my couple being really happy on these holidays, as it met all their needs.

1 mark

The candidate's response was worth 1 mark.

Task : Identify Knowledge and Skills gained

- ◆ To gain 8 marks — Identify knowledge and skills which have been gained and/or developed. Must make 8 valid points.

I feel I have gained more knowledge of the world using an atlas to try and find suitable destinations for my clients and being able to pinpoint them in an instance. I have learned to work from my own initiative, applied geography knowledge to a real situation. I never found using any of the materials difficult and feel I used my knowledge on reading from a brochure well. I've learned about marriage licences and legal documents required. I've gained confidence and knowledge in selling destinations and looking and giving the clients what they need, I've also gained knowledge of different countries and cultures. I learned how to reference which is something I've never done before. I feel I have gained a lot from this unit.

8 marks

8 valid points were identified.

Task: Research Methods

- ◆ To gain 5 points the candidate must identify the research methods used and assess whether this was a good method or not.

I used almost half the research methods I suggested I would use. I went to the travel agent to obtain brochures to find a suitable destination for my clients. I also needed brochures on weddings and one that featured two centre holidays. I felt this source provided me with the basic information on the holidays but not so much about the place, I used the World Travel guide to research the area where I was sending my clients and used it to find out about food and drink, attractions and time differences. I feel I got everything I expected from this source. I also found the Internet to be a very useful source and got more than I expected from that with relation to maps, Climates and Tourism opportunities on each country I was researching. I expected to use the tourist board office for finding out about excursions but I never needed to use this source.

The television was also another source I thought maybe useful although was not used. The City Guide I thought I could use for local attractions food and drink but found enough in the World Travel Guide to use. I never used the library to obtain books on the countries I was researching. I used an atlas and maps of country or cities I was uncertain were they were located and felt they were a useful source and the ABC Guide to travel which came in very useful for finding out about health restrictions, immunisations currency, visa and legal requirements. These were all the sources I used to get information.

5 marks

This was a comprehensive answer worth 5 marks.

Task: Strengths and Weaknesses

- ◆ To gain 10 points the candidate must make 5 valid points with justification regarding strengths and weaknesses of the main body of the case study report (one mark for point and one mark for justification).

I feel my strengths grew throughout the unit. I feel I had a weakness with knowledge of weddings and what was involved in arranging this procedure but feel I have turned this into a strength as I now know what is needed to arrange a wedding abroad and what tour operators sells weddings abroad. I feel I had a strength being able to read brochures and where to look for certain things, that saved me time on my destination search. I feel there was a weakness in finding out flight details from the brochures as I felt there was not enough information to be found. I feel I had a strength in finding amenities and attractions from chosen destinations as I was used to doing this kind of research. I had a weakness with having to keep within a timescale and turned this into another strength as I worked well to keep within the timescale. Another strength was about the research I carried out I feel there was enough for the client to have a good insight and enough information to know what the destination offered. Another weakness would be knowledge of countries I was selecting, prior to these case studies. I never researched Sri Lanka and the Maldives or Rome or Sorrento. I feel my strengths grew with regards to referencing as it is something I have never had to do before.

9 marks

Task: Responses

- ◆ To gain 5 marks candidates must give 5 examples of how the holiday provided specifically matches the needs of the client.

I feel I met all the clients needs and provided them with more than enough information on their holiday, wedding, legal requirements, documents required. The clients required a holiday for up to sixteen days in which they would marry, to relax one week and explore local history the next, they would like to depart from their local London airport. They did not wish to spend time in North America, Canary Islands or Costa Del Sol. They wanted somewhere special for their big day. They required a two centre holiday, one week relaxing on a beach, the other experiencing the local history and culture. With photography opportunities as well. I found my clients a two centre holiday, first week in Rome exploring the local history and culture with plenty of photography opportunities with the 2nd week was in Sorrento were they would marry and relax for one week. The next choice was a week in Sri

Lanka experiencing the history of Sri Lanka, where they would marry at their hotel resort. Then off to the Maldives for a week honeymooning on the beach, This was a sixteen day break flying from their local London airport. As looking what they required I feel the suggested destination covered their needs,

4 marks

Task: Feedback

- ◆ To gain 2 marks candidate should express an opinion on what other types of information would be needed to have been able to provide a better service or give a more focused choice.

I feel that the case studies were fine and gave enough information I never required any extra information. I felt the case study I chose was relevant and very realistic. I feel the choice was enough with good information, As for inventing your own client, I feel this would be easy if you had that choice and you would suit the client around the holiday and I feel you need to know before hand the clients needs and have them specified to you.

No marks would be given to this answer.

The candidate was not good at spelling and punctuation. This tends to happen when the candidates write the script as the computer spellchecks the work normally.

Candidate C scored 31 marks out of a possible 40.