

-SQA- SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Unit Number- **5540237**
-Superclass- **NK**
-Title- **TOURISM PLANNING AND DEVELOPMENT**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Developing a practical knowledge of the methods used and issues to be considered when planning and developing tourism. The unit also includes the study of the socio-cultural, economic and environmental impacts of tourism.

OUTCOMES

1. describe the socio-cultural, economic and environmental impacts which must be considered when planning tourism;
2. explain stages involved in the tourism development planning process, with particular reference to the planning system in Scotland;
3. evaluate sources of funding tourism development in the UK.

CREDIT VALUE: 1 HN Credit

ACCESS STATEMENT: Access is at the discretion of the centre. However, it would be beneficial if the candidate was in possession of the Higher National Unit 5540317 Structure and Organisation of the Travel and Tourism Industry.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

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STATEMENT OF STANDARDS

UNIT NUMBER: 5540237

UNIT TITLE: TOURISM PLANNING AND DEVELOPMENT

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME

1. DESCRIBE THE SOCIO-CULTURAL, ECONOMIC AND ENVIRONMENTAL IMPACTS WHICH MUST BE CONSIDERED WHEN PLANNING TOURISM

PERFORMANCE CRITERIA

- (a) The economic impact of tourism is described in relation to the development and employment plans of a selected tourist destination.
- (b) The social and cultural impacts of tourism are described in terms of the host-visitor relationship.
- (c) Environmental impacts on tourism are identified with reference to contemporary examples.

RANGE STATEMENT

Impacts: negative and positive.

EVIDENCE REQUIREMENTS

Written and/or oral evidence to cover all aspects of the performance criteria and the range statement which demonstrates the candidate's knowledge and understanding of the impacts of tourism.

OUTCOME

2. EXPLAIN STAGES INVOLVED IN THE TOURISM DEVELOPMENT PLANNING PROCESS, WITH PARTICULAR REFERENCE TO THE PLANNING SYSTEM IN SCOTLAND

PERFORMANCE CRITERIA

- (a) Identification of the methods used for tourism development is accurate in terms of both UK and international examples.
- (b) Advice on the use of appropriate control mechanisms in tourism planning and development is accurate with reference to current practice.
- (c) Explanation of the stages involved in the tourism development planning process is accurate with particular reference to the planning system in Scotland.
- (d) Identification of the role of government, governmental, private and voluntary agencies is accurate with regard to current legislation.

RANGE STATEMENT

Voluntary, private and governmental agencies: Scottish Natural Heritage; Forestry Commission; Historic Scotland; The National Trust for Scotland; Scottish Conservation Projects Trust; RSPB; Scottish Wildlife Trust; Tourism Concern; Friends of the Earth.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which demonstrate the candidate's knowledge and understanding of the methods used and various stages involved in planning a tourism development.

OUTCOME

3. EVALUATE SOURCES OF FUNDING TOURISM DEVELOPMENT IN THE UK

PERFORMANCE CRITERIA

- (a) Identification of methods of funding tourism development projects is accurate and comprehensive.
- (b) The difference between direct and indirect financial aid is correctly explained.
- (c) Explanation of the different approaches to funding used by the public, private and voluntary sectors is accurate.
- (d) Recommendation of the source(s) of finance is suitable for a selected tourism development project.

RANGE STATEMENT

The range for this outcome is fully expressed within the performance criteria.

EVIDENCE REQUIREMENTS

Written and/or oral evidence which demonstrate the candidate's knowledge and understanding of the different sources of funding available to support tourism developments.

MERIT A pass with merit may be awarded to candidates who have successfully achieved all outcomes, performance criteria and range statements, and who in doing so have consistently demonstrated superior performance with respect to:

- (a) evidence of further research into the impacts of tourism;
- (b) depth of underpinning knowledge applied in the planning process;
- (c) ability to use control mechanisms and capacity measures in context;
- (d) complexity of analysis and evaluation of sources of funding;
- (e) completion of tasks set with minimum tutor input.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

Proposals to modify outcomes, range statements or agreed assessment arrangements should be discussed in the first place with the external verifier.

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SUPPORT NOTES

UNIT NUMBER: 5540237

UNIT TITLE: TOURISM PLANNING AND DEVELOPMENT

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE This unit is designed to introduce the candidate to the essential principles and techniques of tourism planning at the national and regional levels and will contribute to the candidate's understanding of tourism development and sustainability.

CONTENT/CONTEXT The unit could be set in a Scottish context, particularly with regard to the planning process and funding of projects. Examples from around the world, particularly third world countries, often serve to illustrate more spectacular impacts of tourism development. The following information gives guidance on possible coverage of possible content in relation to each outcome.

Corresponding to the outcomes:

1. Importance of understanding economic, environmental and socio-cultural considerations in order to plan, develop and manage tourism successfully.

Economic Impacts

The economic environment in which the tourist industry operates and the contribution, in terms of employment and production, which the tourism industry makes to the economy - the primary reason for tourism development.

Measuring economic impacts - income generated and contribution to GNP. Foreign exchange earned from international tourism. Local employment generated by tourism - direct, indirect, induced and construction jobs. The multiplier effect. Contribution to government revenues including hotel tax, airport departure tax, customs duties, income tax on tourism employees and property taxes on tourism establishments.

Contribution to community infrastructure.

Negative impacts - high import content of goods and services used in tourism.

Geographical distortions caused by imbalanced development.

Enhancement of economic benefits through the planning process by strengthening linkages with other sectors of the economy, encouraging in-country, in-region and local ownership of tourist facilities, proper training of tourism employees, arranging more attractions and tours and creating shopping opportunities for local arts and crafts.

Environmental Impacts

The interdependence of tourism and the physical (natural and man-made) environment.

Developing and management of tourism so that it is compatible with the environment and does not degrade it. Introduction to the concept of sustainable tourism (this is developed further in a dedicated SQA Higher National Unit).

Impacts of well planned, developed and managed tourism - justification and payment for the conservation of important natural areas and wildlife, archaeological and historic sites as attractions for tourists. General improvement of the environmental quality of areas. Improvement of the infrastructure. Increase of local environmental awareness through tourism.

Impacts of not well planned, developed and managed tourism - pollution (water, air, noise and visual), waste disposal problems, ecological disruption, damage to archaeological and historic sites, environmental hazards and land use problems.

Socio-Cultural Impacts

Benefits of well planned, developed and managed tourism in a socially responsible manner - improvement of living standards and contribution to improvement of community facilities and services. Conservation of cultural heritage - music, drama, dance, dress, arts and crafts, customs, ceremonies, life styles, traditional economic activities and architectural styles. Development and maintenance of museums, theatres, museums and other cultural facilities. Reinforcement/renewal of a sense of pride by residents in their culture. Opportunities for cross-cultural exchange.

Problems created through not well planned, developed and managed tourism - overcrowding leading to resentment and a sense of hostility towards tourism. Cultural degradation. Overuse of historical and archaeological sites, over commercialisation and loss of authenticity of local customs, ceremonies, music, dance, crafts and other cultural patterns when inappropriately presented as tourist attractions. Acculturation and the 'demonstration' effect. Social problems which may be worsened by tourism - crime, prostitution, drug abuse etc., low wages, migrant workers, lack of homes for local people.

2. Reasons for development - new business opportunities, responding to the market, expanding an existing product.

The tourism development planning process based on a sustainable, integrated approach:

- study preparation

- determination of objectives
- surveys
- analysis
- policy and plan formulation
- recommendations
- implementation
- monitoring and reformulation

Types of specialist required in a tourism planning team.

Tourism development planning framework - international, national, regional and local levels. The role of central and local government.

Town and Country Planning Acts.

Planning permission, building warrant, change of use.

Structure Plans and Local Plans.

Major elements of a national or regional tourism plan.

General background analysis.

Infrastructure analysis and recommendations.

Tourist attractions and activities and their improvement.

Tourist facilities and services, and their improvements.

Recommended extent and forms of tourism.

Market analysis and projections.

Recommended tourism development policy and structure plan.

Economic analysis and recommendations.

Environmental impact assessment.

Environmental considerations and recommendations.

Socio-cultural considerations and recommendations.

Institutional considerations and recommendations.

Marketing and promotion recommendations.

Plan implementation and monitoring.

Tourism business planning - market assessment, design and costs, financial viability and funding.

Environmental protection measures - sound principles such as zoning, development of tourism on a gradual basis allowing time to monitor environmental (and socio-cultural, economic impacts) impacts, adopting techniques of reducing the seasonality of tourism.

Specific environmental control measures - properly designed utility systems, adequate transport system with emphasis on public transit and non-polluting forms of transport, suitable landscaping, design and architectural control, careful management of visitor flows, educational signposting etc.

Controlling socio-cultural impacts - selective marketing to attract the types of tourist who respect local social customs and cultural traditions. Maintenance of the authenticity of local culture through special training programmes and quality control. Preservation of local architectural styles. Education of residents about tourism and allowing them to use facilities, at a reduced rate if necessary. Education of tourists about local society - customs, dress codes, acceptable behaviour in religious and other places. Training employees to work in tourism effectively including languages and social sensitivity, where necessary. Strict controls on drugs, crime and prostitution where these are considered to be problems in tourism areas.

Carrying capacity - specific methods employed for tourism development.

Types of capacity - psychological, ecological, socio-cultural, economic.

Establishing carrying capacities.

Advice on the application of selected basic formulae used in controlling tourism development - projecting accommodation needs, destination capacity index.

3. Direct funding (private sector) - overdrafts, short term loans, medium term loans, long term loans, mortgages, venture capital, equity, business expansion schemes. Direct Funding (public sector). European funding through ERDF, ESF, EIB, ECSC, EAFG. Central government funding through Inner Areas Programme, Regional Selective Assistance, Regional Enterprise Grants, Rural Development Commission, Historic Scotland, Scottish Office Agriculture Environment and Fisheries Department, Scottish Natural Heritage. The Forestry Commission, The Scottish Sports Council, The Scottish Museums Council, The Small Firms Loan Guarantee Scheme, National Lottery Funds. Unitary Authorities and Local Enterprise Companies. Direct funding (voluntary) grants from voluntary trusts. Indirect funding (private sector) - sponsorship, leasing, sale and lease-back, hire purchase, concessions and franchises. Indirect funding (public and voluntary sectors). How to attract external funding - business plans, cashflow forecast and budget estimations.

APPROACHES TO GENERATING EVIDENCE A practical approach is recommended with maximum use of carefully selected case studies which illustrate the different elements of planning in practice and the issues involved. The case studies could be paper based, but ideally they should feature on film or video.

Visits to current tourism developments and speakers on future development would be particularly appropriate. The emphasis throughout should be that tourism must be developed and managed in a controlled, integrated and sustainable manner, based on sound planning.

The subject matter, particularly issues concerning tourism impacts, presents opportunities for learning through organised classroom debate.

ASSESSMENT PROCEDURES Assessment of all outcomes could be integrated by using a case study or asking the candidate to complete a project.

The case study could present a scenario where a tourism development is proposed to rejuvenate the economy of a declining rural area. The candidate would be asked to present a seven year plan which takes account of the impacts of tourism and likely opposition to the development from the resident community. The plan would be developed in accordance with the planning process, identifying all bodies and organisations likely to be involved in co-ordinating the development and making decisions. The role of Government, Governmental agencies and private agencies would have to be identified and the candidate would also have to explain how the development would be financed. A range of control mechanisms would be proposed to ensure that capacity is not exceeded and enforcers would have to be identified.

REFERENCES

1. Guide to unit writing.
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment.
3. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures.
4. For details of other SQA publications, please consult SQA's publications list.

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