

SQA Advanced Unit Specification

General information for centres

Unit title: Trends and Developments in European Travel and Tourism

Unit code: HV6X 48

Unit purpose: This Unit is aimed at candidates who wish to pursue a management career in either the outbound travel or inbound tourism industries in Europe. Candidates are prepared for these roles in this Unit by giving them the underpinning knowledge necessary to carry out tasks in a variety of disciplines, together with supplying a solid overview of current travel and tourism issues facing managers today. The Unit looks at current trends and developments and will allow candidates to gain an appreciation of global issues that impact on the European market. Many of the issues examined are not unique to Europe and although tackled in the context of the European arena will assist the candidate in developing an awareness of significant global trends and developments.

The skills acquired in terms of analysis, diagnostic and critical thinking can be used as a grounding for many areas of business including sales, marketing, overseas operations, business development and many more. These skills also have significant relevance for the candidate planning to progress to higher education.

On completion of the Unit the candidate should be able to:

1. Analyse European and international tourism patterns in Europe.
2. Outline the effects of EU policies on travel and tourism in Europe with particular reference to and analysis of a current issue.
3. Comment on trends and developments in leisure and rural tourism in Europe.
4. Comment on trends and developments in business tourism in Europe.

Credit points and level: 2 SQA Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from National 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre although it would be desirable for candidates to have good written and communication skills. Candidates should have a fairly broad knowledge of the structure and workings of the travel and tourism industry. This would be demonstrated by (HV79 47): Structure of the Travel and Tourism Industry and (HV6Y 48): Influences on the Travel and Tourism Industry.

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Core Skills: There may be opportunities to gather evidence toward Core Skills within this Unit, although there is no automatic certification of core skills or core skills 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.

Assessment: The Unit could be assessed using a variety of methods. It is recommended that a holistic approach to assessment is taken where possible and that the Unit be assessed in part on an integrative basis. Restricted response questions are used for outcome 1 and aspects of outcome 2. Holistic assessment of outcomes 3, 4 and possibly outcome 2 by a combination of extended report and/or oral presentation is suggested.

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SQA Advanced Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Analyse European and international tourism patterns in Europe

Knowledge and/or skills

- ◆ European and International tourism perspective
- ◆ Tourism generators and receivers
- ◆ Tourism spend
- ◆ Tourism flows and movement patterns
- ◆ Competitors for Europe's tourism
- ◆ New tourism trends

Evidence requirements

Evidence for the knowledge and skills in this Outcome will be provided by way of 15 restricted response questions where the candidate will be required to show evidence of their understanding of the numerous tourism patterns within and in and out of Europe. The candidate is required to demonstrate an understanding of the emerging changes in these patterns and the reasons behind them together with an awareness of past trends and possible future implications. This would be demonstrated by correctly answering 12 out of the 15 questions. The evidence should be produced in controlled conditions with access to maps, statistics and related material.

Assessment guidelines

Fifteen restricted response questions covering all areas of knowledge and/or skills. Candidates may have access to material supplied by the centre in the form of maps, statistics and other related material. Candidates should be assessed in controlled conditions and should not be allowed access to personal notes.

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Outcome 2

Outline the effects of EU policies on travel and tourism in Europe with particular reference to and analysis of a current issue

Knowledge and/or skills

- ◆ Frontier controls/breakdown of borders
- ◆ Tax paid goods
- ◆ Deregulation of air travel/low cost carriers
- ◆ Movement of labour
- ◆ Travel health
- ◆ The Euro
- ◆ Other current issues

Evidence requirements

Candidates will produce evidence of their knowledge by:

- ◆ Correctly answering four out of six restricted response questions covering the items in the knowledge and/or skills section.
- ◆ Choosing a current topical issue in one of the areas which has led to changes in the industry and, after completing the necessary research, complete either a written report or a oral presentation on the issue. It is necessary only for candidates to give a brief written or oral overview in their chosen topic. This should include evidence of their understanding and awareness of the situation, problems and implications together with a demonstration that critical thinking skills and basic analysis of the situation has taken place. Candidates would produce this evidence using lesson material, independent information sources, statistics and any other specific EU information. The tutor may direct candidates to the supply of specific resources or where to find supplementary information. It is desirable that the candidate is encouraged to make contact and liaison with appropriate industry representatives in their chosen area and that the evidence is produced on a self research basis.

Assessment guidelines

Six restricted response questions covering the items in the knowledge and/or skills section and a 800 word report or 10 minute presentation on the candidate's chosen topic.

This assessment could also be integrated with Outcome 3 or Outcome 4 in either written or oral form. There is extensive opportunity here for the subject chosen to relate to the other Outcomes, eg low cost carriers and business travel or low cost carriers and rural tourism thus reducing the overall assessment load of the Unit. This approach also encourages the candidate to use logical and critical thinking skills by showing awareness of developments in the industry having a knock on effect on other sectors which they may have considered unrelated.

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Outcome 3

Comment on trends and developments in leisure and rural tourism in Europe

Knowledge and/or skills

- ◆ Established leisure tourism products in Europe
- ◆ Emerging leisure tourism products in Europe
- ◆ Established rural tourism products in Europe
- ◆ EU rural tourism initiatives with examples/case study
- ◆ Future trends of leisure and rural tourism in Europe

Evidence requirements

Evidence should be generated through self research, candidate centred approaches and the encouragement of holistic assessment and learning is recommended in this Outcome. It is strongly recommended that outside agencies and sources be used for this Outcome and that the candidate in putting together a written portfolio/ extended report demonstrates an understanding of the reasons behind new emerging trends in leisure and rural tourism. The candidate should demonstrate the use of analysis and critical thinking particularly in the case of the rural tourism initiatives and their success. Since this Outcome is recommended to be integrated with Outcome 4 then all knowledge and/or skills in both Outcomes should be addressed in the portfolio/extended report. Candidates should be encouraged to use IT and other external information sources where possible to build on knowledge, information and case studies given by the centre.

Assessment guidelines

Please refer to the assessment guidelines section under Outcome 4.

Outcome 4

Comment on trends and developments in business tourism in Europe

Knowledge and/or skills

- ◆ Types of business tourism in Europe
- ◆ Problems in measuring business tourism versus leisure tourism
- ◆ Identify and compare key business tourism hub areas in Europe
- ◆ New trends in business travel in Europe
- ◆ Possible future trends in business travel in Europe

Evidence requirements

An integrative portfolio/extended report covering all knowledge and/or skills is necessary. The portfolio would be ideally based on a study visit to a suitable European country, preferably a member state of the European Union. Where this is not possible, case study material may be sourced by the centre for Outcome 3 and tutor guidance, input and notes together with self research and access to information resources would suffice for the basis of the assessment for Outcome 4.

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Evidence for the knowledge and/or skills in Outcome 4 will be provided in report form as part of the report/portfolio to be produced for Outcome 3. Alternatively it is possible to produce evidence for Outcome 4 in the form of an oral presentation. Candidates should demonstrate an understanding of the problems in measurement of business tourism versus leisure tourism and show links between the changes in business tourism to external influences, technology, safety, economic climate, EU policies and hub business areas.

The extended report should be 1,500-2,000 words in length or 1,000-1,500 if an oral presentation (10-15 minutes in length) is used to evidence Outcome 4.

Assessment guidelines

The assessment may take on the form of a written report/portfolio or an oral presentation of points required for evidence. Candidates should be encouraged to self research, use industry contacts and sources and external information and IT resources wherever possible. If case study material is used then a possible approach would be to allow candidates to select two countries from two lists, one a list of the more developed European countries and the other a list of emerging new entrants. They could then comment upon the leisure, rural and business trends and developments by comparing and contrasting these aspects in each of the selected countries.

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Administrative Information

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SQA Advanced Unit specification: support notes

Unit title: Trends and Developments in European Travel and Tourism

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

The Unit can be used to prepare candidates for various positions within the travel and tourism industry. It furnishes the candidate with invaluable underpinning knowledge, skills and awareness of the current position and situation of the industry in Europe. The subject areas are new to the candidate in any depth but will all be familiar through reference in other subject areas. The Unit provides the candidate with the opportunity to discover more about topical areas previously only briefly mentioned.

The Unit helps develop analytical, awareness and critical thinking skills as the various topics are examined and therefore is suitable for the candidate wishing to extend their studies and progress to a higher level. The European perspective of the Unit is new and unique to the candidate and offers scope for reflection.

The Unit can be approached from the standpoint that the candidate works for the European Union and is reporting on various aspects to World Tourism organisations on the current situation and issues. Reference here to the Asian Pacific region is made which draws on the fact that it is Europe's main competitors for tourism and are using Europe as a role model for their own tourism infrastructure.

Candidates are likely to work predominantly with trade information sources, outside agencies and case study material and are likely to make contact with industry personnel.

In Outcome 1 the Unit looks at the most visited destinations in Europe, why this is the case and reasons these trends may change. The main tourism receivers and generators are identified as are the highest tourism spenders in Europe. The flows of tourism within Europe and out of Europe and into Europe are examined together with reasons behind the historical trends and the new emerging changing trends. Countries are compared and examined from an inter European and an international tourism perspective.

Outcome 2 covers a host of subject areas and the candidate as to demonstrate knowledge and awareness of most of these topics in the form of a brief outline only. A current topical issue of the candidates choice, although verified by the tutor is then looked at in more detail by the candidate offering opportunity for reflection, critical thinking and analysis. Examples of current issues could include SARs, the re-emergence of old diseases or other health examples, the Euro, travel safety etc. Throughout the Unit candidates are encouraged to self research using a variety of sources both within and outwith the centre and IT based. The changes in border control, abolition of duty free, movement of labour etc are examined in relation to the appropriate EU Policy. The deregulation of air travel and subsequent emergence of low cost carriers in Europe is examined with case study on low cost carrier as material desirable. The

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Euro and other developments are examined more fully with information sources such as the Euro Info Centre in Glasgow/Edinburgh being highlighted.

Travel health issues are discussed and contact and use should be made of material available from Scottish Centre for Infectious and Environmental Health who are involved in many EU projects on the control of travel health and issues in the European Union.

It is stressed that the assessment for this Outcome covers only one current topical issue of the candidates choice and that this assessment can form and add on to Outcome 3 or 4 or both.

In Outcome 3 and 4 the subject areas and knowledge/skills required can be integrated into one assessment with a study visit where all information can be gathered by the candidate would be a desirable approach. The use of case study from previous EU Rural Development Initiatives is recommended. These are readily available from any EU office. The subject areas to be covered include new and established types of leisure tourism, cultural, VFR, sports, special events, dark tourism (war site), garden centre tourism, farm tourism etc Rural tourism established types Center Parcs etc sports and activity associated with rural tourism, reasons behind increase and need for rural tourism products, regional development, tourism away from hub overcrowded areas, funding from EU and EU policies.

Outcome 4 deals with business tourism, types incentive travel, trade fairs, meetings, exhibitions. Problems in measuring business tourism combined with leisure, key hub areas and reasons for their development in relation to the EU and new possible future trends in business travel, eg women business travellers, videoconferencing, internet.

Guidance on the delivery and assessment of this Unit

This Unit is ideally suited as a second year option within an SQA Advanced Diploma in Tourism or Travel and Tourism.

The approach throughout should be candidate centred with ongoing guidance and monitoring and input from the tutor. The tutor can set the scene by introducing the concept and subject area with candidates then expected to use their research and analytical and communication skills to access resources .Contact with industry and use of IT resources is desirable and an overall holistic approach to assessment and deeper learning is recommended where possible. Candidates should be encouraged to reflect on implications and issues where possible and Outcomes 2, 3 and 4 should be integrated and where possible completed as a result of a study visit to a member state. A mix of written and oral assessment is desirable. Tutors are encouraged to use the Euro Information Centres in Glasgow and Edinburgh, the Scottish Centre for Infectious and Environmental Health in Glasgow and the various EU information providers throughout the UK and the rest of Europe.

In the case of outcome 3, candidates can produce all of the information required from EU Rural Tourism Case Studies available from EU information offices.

Open learning

This Unit could be delivered by distance learning provided sufficient planning by the centre ensures the authenticity of candidate evidence. Arrangements would have to be made to ensure

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that the single assessment for Outcome 1 is delivered in a supervised environment under controlled conditions.

To keep the administrative burden to a minimum, it is recommended that a single assessment based on a case study is used for open and distance learning candidates.

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.

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General information for candidates

Unit title: Trends and Developments in European Travel and Tourism

This Unit is designed to give you an insight into trends and developments in travel and tourism in Europe. It is useful if you wish to either further your studies in travel and tourism or pursue a career in various areas of travel and tourism like sales, marketing, operations and many others. You will look at lots of different subject areas which affect travel and tourism in other European countries. You will have a little knowledge of most of the subject areas like low cost carriers, duty free, travel health issues, the Euro and others. This Unit also examines how and why holiday choices have changed and why people are now travelling to, for example more rural areas. You will look at the impact of these changes on leisure tourism. The Unit may offer opportunity to visit an EU country to study and find out about the way they receive their tourists and what people do there and how the EU has helped many destinations develop new types of tourism to suit travellers changing tastes.

The Unit also looks at business tourism in Europe and introduces you to the different types and areas in business tourism and looks at the destinations in Europe that seem to get most of the business travellers. We examine all the new things happening in business travel like more and more women travelling for business and what airlines and hotels do to cater for these changes.

You will be able to be involved with and meet travel and tourism industry members whom we call in to help with this Unit and the approach is very open and candidate centred.

Although you will require to answer some question based assessment, the main assessment approach in the unit requires research on your part and production of an extended report or oral presentation. You will be given time and encouragement to compile these in your own time and in class time and much of your work and contact will be with the travel and tourism industries themselves.