SQA Advanced Unit Specification

General information for centres

Unit title: Structure of the Travel and Tourism Industry

Unit code: HV79 47

Unit purpose: This unit provides the candidate with an understanding of the different sectors involved in the travel and tourism industry. It focuses on the range of producers in the travel and tourism industry and shows their interaction with wholesalers and retailers. This includes an overview of visitor attractions but this sector is dealt with in more depth in a number of other units such as Providing Information on the Scottish Tourism Product, International Tourist Destinations, Visitor Attraction Operations and Management. Furthermore an insight into the planning process for tourism developments will be gained.

However it has also been written as a standalone unit and could be used in other courses where a general understanding of the tourism industry may be required, eg Hospitality or Events.

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

1. Explain the structure of and planning for the travel and tourism industry.
2. Investigate the hospitality sector.
3. Investigate the transport sector.
4. Investigate the travel sector.

Credit points and level: 1 SQA Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

*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. However it would be useful if candidates had skills in written communication and some prior knowledge of the Travel and Tourism Industry. This may be evidenced by Higher English (at C or above) or appropriate NQ Unit in Communication and appropriate Travel and Tourism NQ units.

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: A holistic approach to assessment is recommended with a focus on the inter-relatedness of the various component sectors of the travel and tourism industry. Evidence could be gathered by means of an integrated project covering all outcomes and the production of an investigation report of not less than 750 words.

The candidate could investigate the operation of the tourism industry in a chosen area probably local. The project could have four sections, ie an introduction to the structure of the industry and then one section on each of the main industry sectors. The inclusion of several case studies of contrasting producers would enhance the project. Alternatively each outcome may be assessed individually using a range of assessment methods eg short answer questions (particularly for outcome 1) or extended response, presentation or report.

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

Explain the structure of and planning for the travel and tourism industry

Knowledge and/or skills

♦ Current industry definitions
♦ Classification of industry sectors (including visitor attractions)
♦ Chain of distribution
♦ Integration
♦ Tourism planning process

Evidence requirements

Each candidate will need to show evidence that they can explain the structure of the travel and tourism industry and how the various sectors interact. S/he must demonstrate a knowledge of current industry definitions and of how the sectors are classified in terms of accepted categories. Furthermore a basic knowledge of the Scottish planning process for tourism developments must be conveyed.

Assessment guidelines

The assessment of this outcome can be combined with the other outcomes in this unit to form an integrated project. This outcome could form the introductory section of the investigation report to give insight into to the structure and planning of the industry including definitions, categories and diagrams to convey the interaction and interdependence of the various industry components. Alternatively 15 short answer questions may be used to generate evidence for achievement of this outcome.

Outcome 2

Investigate the hospitality sector

Knowledge and/or skills

♦ Development of the hospitality sector
♦ Range and roles of accommodation providers
♦ Range and roles of catering outlets
♦ Quality assurance schemes
♦ Current trends in the hospitality sector

Evidence requirements

Each candidate will need to show evidence of knowledge of the hospitality sector. The role and function of accommodation and catering within the industry must be explained with additional references to examples of hospitality businesses. Also the candidate must demonstrate an understanding of how this sector has developed as well as identify current quality assurance schemes together with any current trends shaping industry practice.

Assessment guidelines

Assessment of this outcome may be combined with all other outcomes in the form of an integrated project. The candidate may investigate the hospitality sector in his/her local area providing examples of local enterprises. Alternatively this outcome may be assessed individually in the form of a report or a presentation.

Outcome 3

Investigate the transport sector

Knowledge and/or skills

♦ Develop of the transport sector
♦ Range and roles of transport operators
♦ Current trends in the transport sector

Evidence requirements

Each candidate must show an understanding of the operation of the transport sector and its role within the tourism industry. Knowledge of various modes of transport should be conveyed with references to examples of operators. Furthermore the candidate must provide evidence of an understanding of how transport has developed together with the current trends that are shaping this sector.

Assessment guidelines

This outcome may be assessed by means of an integrated project with one section being dedicated to an investigation into transport operations at the candidate's chosen destination. The study of his/her local area should be encouraged. Alternatively this outcome could be assessed individually in the form of a report or presentation.

Outcome 4

Investigate the travel sector

Knowledge and/or skills

♦ Development of travel sector
♦ Range and roles of different types of tour operators
♦ Range and roles of different types of travel agents
♦ Current trends in the travel sector

Evidence requirements

Each candidate will have to demonstrate that they are able to examine the role of tour operators and travel agents as intermediaries in the distribution system. Knowledge of the range of travel company types must be shown whilst providing examples of agents and operators. Also s/he should prove that they understand how this sector has evolved and any important current trends within the sector.

Assessment guidelines

The assessment of this outcome could take the form of one section of an integrated project with the other outcomes. Alternatively the outcome could be assessed individually in the form of report or short answer questions.

The investigation report produced covering outcomes 1-4 should not be less than 750 words in length. It should be produced under controlled conditions with candidates allowed access to their research materials.

SQA Advanced Unit Specification

Administrative Information

Unit code:　　　　　　　HV79 47

Unit title:　　　　　　　Structure of the Travel and Tourism Industry

Superclass category:　　NK

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our Centre Feedback Form.

SQA Advanced Unit specification: support notes

Unit title: Structure of the Travel and Tourism Industry

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 40 hours.

Guidance on the content and context for this Unit

This unit is intended as part of a group award in travel and tourism but would also be relevant to other areas, for example hospitality and events management.

Outcome 1

A wide range of commonly used definitions for statistical purposes, ie of tourism, tourist, excursionist, domestic, international, inbound, outbound, tourist night, tourist trip.

Classification of industry sectors, ie hospitality, transport and travel organisers. Overview of the visitor attraction sector: natural, man-made – leisure, entertainment, historic, cultural and industrial, quality assurance schemes.

Structural analysis of industry, ie the chain of distribution and horizontal and vertical integration including producers, wholesalers, retailers, consumers, core and peripheral products, the three A's, public and private sector facilitators.

Overview of the Scottish planning process affecting tourism developments, ie objectives and importance of the planning system, stages and legislation involved, eg planning permission, Town and Country Planning Act, building warrant, change of use, listed buildings, disabled access laws.

Outcome 2

Range of accommodation available serviced and non-serviced, ie hotels (city centre, beach, resort, boutique, country house), motels, inns, bed and breakfast, guest houses, self catering (apartments, villas), camping caravaning, holiday centres, tavernas, pousadas, gites.

Range of catering outlets available ie restaurants (family, fine dining, hotel) fast food, take-aways, cafes, coffee shops, pubs, bars, tea rooms, snack bars.

Main markets and client types in relation to above ranges.

History of UK hospitality, eg development of coaching inns, railway station hotels, seaside guest houses, holiday camps.

Quality assurance schemes presently in use.

Current trends affecting the sector, eg globalisation, hotel chains and consortia, non-smoking rooms, boutique hotels.

Case studies of UK examples of accommodation and catering organisations.

Outcome 3

Range of transport operators and facilities, ie airlines, airports, cruises, ferries, ports, marinas, car rental, motorways, tolls, autobahns, railways, coach companies and their client types.

History of transport development in the UK and its impact on the growth of the tourism industry.

Current and recent trends in transport, ie deregulation, privatisation, low cost airlines, high-speed trains, cruising.

Outcome 4

The role and function of travel agents and tour operators.

The range of different travel agents, ie independents and multiples, business travel agents.

The range of tour operators, ie outbound, incoming, mass market, specialist, incentive.

The range of services provided by travel agents.

The range of products available from tour operators, ie summer/winter sun, city breaks, ski, lakes and mountains, adventure, long haul.

Case studies of UK travel companies.

Historical evolution of the inclusive tour mentioning Thomas Cook (pioneered inclusive tours and chartered transport) and Sir Henry Lunn (invented winter sports holiday concept).

Current trends in the travel sector, eg short breaks, eco-tourism, health and fitness.

Guidance on the delivery and assessment of this Unit

This Unit is part of the SQA Advanced Certificate/SQA Advanced Diploma programmes in travel and tourism and is ideally suited for delivery in the first year.

Approaches to delivery should be candidate-centred with on-going tutor input and guidance. The outcomes should be achieved through investigation with both desk research and fieldwork being necessary. Candidates should be encouraged to relate the evidence they produce to current practice in the UK and in particular Scotland. They should further be encouraged to use case studies of local producers.

The delivery of this Unit will be greatly enhanced by the use of guest speakers and industrial visits.

Open learning

This unit could be delivered by distance learning. It would be recommended to use a single integrated project to assess the unit in such a case. The candidate could investigate producers, wholesalers and retailers of the travel and tourism Industry in his/her own area.

For information on normal open learning arrangements, please refer to the SQA guide *Assessment and Quality Assurance of Open and Distance Learning* (SQA, 2000).

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.

General information for candidates

Unit title: Structure of the Travel and Tourism Industry

This Unit is designed to give you an insight into how the travel the tourism industry is structured and organised. It provides you with an introductory study of the vast range of enterprises that together form the tourism product. You will gain knowledge of examples of companies and how they interact within the industry. Because the industry is so diverse it is not possible to cover all aspects of its operation although you will gain a sound knowledge of its main components.

The Unit has four outcomes. The first identifies the main sectors of the industry and shows how they are interdependent. It also describes the planning process for tourism developments in Scotland. Next you will learn about the nature of the accommodation and catering sector, and transport operators. Finally you will gain knowledge of how these "products" are sold to the customer through travel agents and tour operators. Throughout you will be encouraged to concentrate on examples of companies and operators in your local area.

In order to achieve this Unit you will be required to achieve a satisfactory level of performance and will be assessed by means of a single project or several shorter pieces of work. In either case you will be required to investigate the operation of the tourism industry in a particular area.