

National Unit Specification: general information

UNIT	Understanding Tourism in the Local Area (Intermediate 1)
CODE	DV3C 10
COURSE	Scottish Progression Award in Tourism (Intermediate 1)

SUMMARY

This is a mandatory Unit at Intermediate 1 in the Scottish Progression Award (SPA) in Tourism. This Unit can also be taught as a stand alone Unit. Candidates studying this Unit will be introduced to the key elements of the travel and tourism industry and gain knowledge and understanding of how tourism operates at the local level.

The specific aims of the Unit are to develop:

- ◆ understanding of the key elements of tourism as an industry sector at the local level
- ◆ knowledge and understanding of industry terminology
- ◆ understanding of promotion as part of marketing in tourism
- ◆ understanding of the positive and negative impacts of tourism at the local level

The Unit is intended to provide an underpinning knowledge of tourism in the local context in order to assist the candidate when seeking future employment. Candidates who complete the SPA could go directly into employment in the travel and tourism sector or alternatively, they could undertake further study linked to the travel and tourism sector including the Intermediate 2 Course in Travel and Tourism or a Scottish Group Award at Intermediate 2 in Travel and Tourism.

OUTCOMES

- 1 Demonstrate an understanding of the local tourism industry.
- 2 Describe the providers and users of tourism services and facilities available locally.
- 3 Describe the impact of tourism activities on the local area.
- 4 Explain the role of promotion in tourism.

Administrative Information

Superclass:	NK
Publication date:	January 2006
Source:	Scottish Qualifications Authority
Version:	01

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National Unit Specification: general information (cont)

UNIT Understanding Tourism in the Local Area (Intermediate 1)

RECOMMENDED ENTRY

While entry is at the discretion of the centre. There is no requirement for candidates to hold any formal qualifications.

CREDIT VALUE

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4*)

**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 Access 1 to Doctorates*

CORE SKILLS

There is no automatic certification of Core Skills or Core Skills components in this Unit.

National Unit Specification: statement of standards

UNIT Understanding Tourism in the Local Area (Intermediate 1)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Demonstrate an understanding of the local tourism industry.

Performance Criteria

- (a) Explain what is meant by tourism.
- (b) Identify examples from the local area to illustrate the explanation.
- (c) Use appropriate terms commonly used in the local tourism industry in your explanation.

OUTCOME 2

Describe the providers and users of tourism services and facilities available locally.

Performance Criteria

- (a) Describe the providers and the types of services and facilities they make available locally.
- (b) List the different categories of customers who buy and use local tourism services and facilities.
- (c) Describe how tourism facilities and services are matched to consumer groups and relate this to examples.

OUTCOME 3

Describe the impact of tourism activities on the local area.

Performance Criteria

- (a) Describe the contribution of tourism to the local economy in terms of employment and income.
- (b) Describe the social and cultural impacts of tourism activities on the local area.
- (c) Describe the environmental impact of tourism activities in the local area.

OUTCOME 4

Explain the role of promotion in tourism.

Performance Criteria

- (a) Explain the purpose of promotion in terms of basic marketing theory.
- (b) Describe methods of promotional activity used in tourism including use of Information and Communication Technology.

National Unit Specification: statement of standards

UNIT Understanding Tourism in the Local Area (Intermediate 1)

EVIDENCE REQUIREMENTS FOR THIS UNIT

Written/oral recorded evidence is required which demonstrates that candidates have achieved all Outcomes and Performance Criteria.

Evidence should be gathered on a single assessment occasion, under closed book, supervised conditions. The assessment should be completed within a time limit of 50 minutes.

The instrument of assessment, which could be a restricted response test, will sample knowledge and understanding and cover all Outcome and Performance Criteria. Where a re-assessment is needed, a different sample should be used.

The standard to be applied and the breadth of coverage are illustrated in the National assessment Bank (NAB) item for this Unit. If a centre wishes to design its own assessments they should be of a comparable standard.

National Unit Specification: support notes

UNIT Understanding Tourism in the Local Area (Intermediate 1)

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

Candidates studying this Unit will gain a general awareness of the principal elements of the travel and tourism industry and the related nature of the different sectors of the industry and how they function at a local level.

The content, contexts and skills covered in this Unit vary slightly from one local area to another but are likely to include the following:

Outcome 1

- ◆ Identification and understanding of what tourism is in terms of the movement of people travelling away from home for example on holiday or business, taking a day trip or excursion, visiting friends and family.
- ◆ Broad nature of the industry and how it comprises a multitude of diverse yet inter-related industry sectors.
- ◆ Terms commonly used in a local area including visitor attractions, for example: museums, gardens, theme parks, zoo/safari/farm park/other wildlife attractions, galleries, industrial heritage attractions, science and technology attractions. Hospitality sector including accommodation and catering facilities. Accommodation providers including; hotels, guest houses, bed and breakfast, self catering, your hostels, time-share property, camping and caravan sites. Transport providers including bus, rail, airline, coach, ferry operators and car hire companies. Public sector organisations providing tourist services at the local level. Retail sector including arts and crafts shops, kilt and highland dress suppliers, outlet shopping malls and souvenir shops.

Outcome 2

- ◆ Range of providers of tourism services including travel agents, tour operators, transport companies, accommodation providers, tour guides, translation services, visitor attractions, retail services, catering services.
- ◆ Users of tourist services and facilities including domestic and overseas tourists. Within these groups they can be subdivided into various types including families, educational, elderly, special needs, business and leisure tourists, day visitors.

Outcome 3

- ◆ The impact of tourism in a local area in terms of positive and negative effects.
- ◆ Study of the impact of tourism in the local area. Positive effects including economic benefits such as income from visitors to include foreign exchange from overseas visitors, employment creation and retention and developments in infrastructure which benefit the host community such as road improvements, new airline services, hotel and visitor attraction developments.

National Unit Specification: support notes (cont)

UNIT Understanding Tourism in the Local Area (Intermediate 1)

- ◆ Social and cultural impacts on a local area in terms of changes in the host community both in a positive and a negative way. Examples might include the potential for decline in local traditions and culture, some local areas experience a revival of interest in maintaining traditional aspects of local culture in order to meet demand from visitors to the area. This can help maintain and strengthen traditional skills and knowledge in the host community such as dance, song, art, weaving and knitting and traditional foods.
- ◆ Environmental impacts both positive and negative including; congestion, overcrowding, pollution and changes in the legislation to protect and conserve the local environment.

Outcome 4

- ◆ Identification of promotion as one of the key elements of the marketing mix. Concept of the 4P's of marketing product, price, promotion, place. The use of promotion as the means by which travel and tourism organisations aim to sell their products. The use of different promotional techniques in the sales process including advertising, public relations, sales promotions, direct marketing.
- ◆ Increasing use of ICT in the marketing and promotion of tourism services and facilities, including computerised reservations systems, e-bookings for travel and accommodation, access to information via databases and the internet, growth of independent tourism bookings using the internet, payment methods using electronic funds transfer technology, advertising and promotion of tourist services and facilities on the internet and using mobile technology such as texting.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

An initial teaching input will be necessary for this Unit throughout the Unit. However the Unit is designed to encourage a practical approach to delivery in order to enhance the teaching and learning experience.

Candidates are encouraged to actively participate in a number of activities to reinforce the learning and underpinning knowledge. Group work should be encouraged where practicable. Where possible the delivery of the Unit should attempt to reflect current industry practice in order to provide candidates with an accurate knowledge and understanding of the sector and the skills. This may enhance a candidates' opportunity for employment in this sector.

Where possible centres should incorporate study visits to a range of tourism organisations and invite industry speakers to talk to candidates in order to provide a realistic and current overview of industry standards and practice.

Maximum use of authentic materials should be made and candidates should be encouraged to collect materials by visiting as wide a range of local tourism facilities and providers as is practicable. Involving candidates in practical display activities will be helpful in demonstrating effective promotion of local tourism services and facilities.

National Unit Specification: support notes (cont)

UNIT Understanding Tourism in the Local Area (Intermediate 1)

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The Unit should be assessed holistically by one instrument of assessment which will cover all of the Outcomes and Performance Criteria.

The assessment takes the form of a test comprising short answer/restricted response questions. The test should take place towards the end of the Unit, this will allow time for additional support and reassessment.

To prepare candidates for assessment candidates should be provided with a variety of examples to ensure that they are fully aware of the diversity of the sectors of the tourism industry, the providers and the users of the facilities and services.

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).