

National Unit Specification: general information

UNIT	Local Tourism Product Knowledge (Intermediate 1)
CODE	DV3D 10
COURSE	Scottish Progression Award in Tourism (Intermediate 1)

SUMMARY

This Unit is a mandatory Unit at Intermediate 1 in the Scottish Progression Award (SPA) in Tourism. The Unit can also be taught as a stand alone Unit. Candidates studying this Unit will develop knowledge of a selection of local tourist destinations, attractions, physical features and amenities. Candidates will also develop knowledge of the location of a selection of local tourist destinations, attractions and physical features and will develop an awareness of their appeal to tourists.

The specific aims of this Unit are to develop:

- ◆ knowledge of tourist destinations in the local area
- ◆ knowledge of the location of local attractions, natural features and amenities
- ◆ skills in obtaining and using information from a variety of travel and tourist sources
- ◆ understand the appeal of local tourist destinations and their suitability for different visitor groups

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 in Tourism or a Scottish Group Award at Intermediate 2 in Travel and Tourism.

Administrative Information

Superclass:	NK
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National Unit Specification: general information (cont)

UNIT Local Tourism Product Knowledge

OUTCOMES

- 1 Demonstrate knowledge of local tourist destinations and attractions.
- 2 Provide information on local tourist destinations and attractions.
- 3 Explain the relative appeal of local and distant tourist destinations and attractions.

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 Local Tourism Product Knowledge

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 knowledge of local tourist destinations and attractions.

Performance Criteria

- (a) Identify local tourist destinations, attractions and physical features on maps.
- (b) Identify local touring areas and routes, resorts and principal towns on maps.
- (c) Describe what visitors could do or see at a variety of local tourist destinations and attractions.

OUTCOME 2

Provide information on local tourist destinations and attractions.

Performance Criteria

- (a) Retrieve information about local destinations and attractions from a variety of sources.
- (b) Use the information to describe accessibility of attractions and local destinations.
- (c) Use the information to describe the attractions and amenities of local destinations.
- (d) Present clear and accurate information on selected local destinations and attractions.

OUTCOME 3

Explain the relative appeal of similar local and distant tourist destinations and attractions.

Performance Criteria

- (a) Describe two distant tourist destinations.
- (b) Describe the accessibility of these two tourist destinations.
- (c) Describe the attractions and amenities of these two tourist destinations.
- (d) Compare the relative appeal of these two tourist destinations with the appeal of a similar local tourism destination.

National Unit Specification: statement of standards (cont)

UNIT Local Tourism Product Knowledge

EVIDENCE REQUIREMENTS FOR THIS UNIT

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

Outcome 1

Evidence for this Outcome should be gathered on a single assessment occasion, under closed book, supervised conditions. The assessment should be completed within a time limit of 30 minutes. The instrument of assessment should consist of structured questions based on maps of the local area. The questions will sample knowledge and understanding and cover all Outcomes and Performance Criteria. Where a re-assessment is needed, a different sample should be used.

The use of a cut off score may be appropriate. 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.

Outcomes 2 and 3

Evidence for Outcomes 2 and 3 will be gathered throughout the Unit. Candidates should have access to a wide range of reference materials. Evidence should be presented in a folio which includes:

- ◆ Information from a variety of sources on at least 3 local tourist destinations and visitor attractions.
- ◆ Three destination fact sheets between 80-120 words each. The fact sheets will have been produced by the candidate based on information gathered on local tourist destinations; each fact sheet give details of:
 - accessibility to the destination by two different forms of transport
 - two different visitor attractions, including a brief description , opening times and entry costs if applicable
- ◆ Information from a variety of sources on two tourist destinations, one of which is out with the local area but is within the British Isles and the other is overseas
- ◆ A short structured information sheet should include for each destination:
 - a brief description of the location and accessibility
 - a brief description of two visitor attractions
 - an identification of two different visitor amenities
 - an identification of one difference between the destination and the local tourist area which might appeal to the visitor

A completed assessor checklist should be retained in each candidate's folio.

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 it own assessments they should be of a comparable standard.

National Unit Specification: support notes

UNIT Local Tourism Product Knowledge (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

This Unit introduces the candidate to the key elements of the tourist product in a local area. They will develop an awareness of the range of factors that contribute to the appeal of local destinations and the increasingly competitive nature of the tourism industry. Candidates will develop knowledge and understanding of the diverse range of information available to visitors, where this information is located and how it can be used to gain useful local knowledge of tourist attractions and facilities in their local area. This product knowledge will subsequently allow candidates to assist visitors with a range of information requests as appropriate to the local area.

The number of tourism features to be covered in delivery should be in the range of 40 to 60 tourism features (ie destinations, attractions, physical features, touring areas and routes, resorts and principal towns).

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The Unit is designed to encourage a practical and interactive approach to teaching and learning with candidates gaining maximum benefit if study visits and guest speakers are included throughout the delivery of the Unit. A candidate centred approach should be encouraged wherever possible in order that candidates can fully familiarise themselves with the range of tourist attractions and facilities in the local area.

The Outcomes in this Unit are probably best taught in sequence as Outcomes 1 and 2 provide the candidate with the opportunity to develop knowledge and understanding of the local tourist product before identifying and comparing tourist attractions and facilities in other regional and overseas destinations.

Outcome 1

A brief introduction to the main terms and their meaning should be the starting point of the Unit as this provides essential underpinning knowledge and understanding of the structure of the tourist industry at the local level. Delivery should be as practical as possible utilising appropriate map material. Candidates can work individually or in groups and quizzes and other interactive activities may help to reinforce knowledge and understanding.

Outcome 2

Initial input in the form of a theoretical overview of tourism in the local area will provide candidates with a base knowledge although delivery should be as practical as possible with emphasis being placed on candidate centred activity. In addition candidates should be encouraged to visit as many local tourist attractions and facilities as is practicable as sourcing tourist materials from a range of organisations will be necessary to meet the evidence requirements.

National Unit Specification: support notes (cont)

UNIT Local Tourism Product Knowledge (Intermediate 1)

Outcome 3

Candidates should focus on tourism in another region and also gather information on well-known overseas tourist destination. Access to case study material and Internet research will simplify this task in terms of time to collect materials. Video and other appropriate travel and tourism programmes will further enrich the learning in the absence of study visits.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for further study (if this Unit is being delivered as part of the Scottish Progression Award in Tourism) remediation and consolidation, should be built into this Unit, how this is organised will depend on the teaching approach.

Assessment should be conducted at an appropriate time, normally at the end of the Unit. As reassessment should only follow after further work or remediation, centres might consider it appropriate to delay this until further teaching in other Units has been undertaken.

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).