

## National Unit Specification: general information

**UNIT** Travel and Tourism: An Introduction (Intermediate 2)

**CODE** DM4L 11

**COURSE** Travel and Tourism (Intermediate 2)

### SUMMARY

This Unit is a mandatory Unit of the Travel and Tourism (Intermediate 2) Course and is also available as a free-standing Unit.

This Unit is designed as an introduction to the subject and covers underpinning knowledge and understanding required for employment in the industry, including introductory studies on the growth of travel and tourism. The Unit also creates an awareness of the economic issues associated with the development of the industry.

This Unit is one of three mandatory Units which together make up the Travel and Tourism (Intermediate 2) Course. The other two Units are *Business Practices in Travel and Tourism* and *Tourist Destinations*.

The specific aims of the Unit are to develop:

- ◆ understanding of the concept of travel and tourism
- ◆ knowledge and understanding of industry terminology
- ◆ knowledge of the development and growth of the industry from its early stages to current day trends
- ◆ knowledge and understanding of the economic, social, cultural and environmental impacts which occur as a result of travel and tourism activities

### OUTCOMES

1. Explain the concept of travel and tourism and associated industry terms.
2. Describe the main developments in the travel and tourism industry.
3. Describe the impact of travel and tourism activities.

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### Administrative Information

**Superclass;** NK

**Publication date:** April 2005

**Source:** Scottish Qualifications Authority

**Version:** 1

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## **National Unit Specification: general information (cont)**

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### **RECOMMENDED ENTRY**

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following or equivalent:

- Standard Grade English at General level or above
- Intermediate 1 Travel and Tourism
- The Unit *Holiday Issues* (Intermediate 1).

### **CREDIT VALUE**

1 credit at Intermediate 2 (6 SCQF credit points at SCQF level 5\*)

*\*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**      Travel and Tourism: An Introduction (Intermediate 2)

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 are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

#### **OUTCOME 1**

Explain the concept of travel and tourism and associated industry terms.

##### **Performance Criteria**

- a) Explain accurately the concept of travel and tourism in terms of distance, time and purpose.
- b) Define terms clearly in accordance with standard industry practice.

#### **OUTCOME 2**

Describe the main developments in the travel and tourism industry.

##### **Performance Criteria**

- a) Describe briefly, with chronological accuracy, the main developments in travel and tourism.
- b) Identify the reasons for the growth of travel and tourism.
- c) Identify current trends in tourist activities and patterns of employment in the travel and tourism industry.

#### **OUTCOME 3**

Describe the impact of travel and tourism activities.

##### **Performance Criteria**

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

## **National Unit Specification: statement of standards (cont)**

### **UNIT**      Travel and Tourism: An Introduction (Intermediate 2)

#### **EVIDENCE REQUIREMENTS FOR THE UNIT**

The content of this Unit is given in Appendix 1.

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

The Unit will be assessed by one instrument of assessment made up of short answer and restricted response questions. It will be a closed book assessment of 1 hour duration, completed under supervised conditions.

The assessment will sample the content and skills defined in Appendix 1 by including questions which reflect the breadth of content and skills shown.

Achievement may be determined by the use of a cut off score for the whole assessment.

The standard to be applied and the breadth of coverage are illustrated in the National Assessment Bank items available for this Unit. If a centre wishes to design its own assessments for this Unit, they should be of a comparable standard.

## National Unit Specification: support notes

### UNIT Travel and Tourism: An Introduction (Intermediate 2)

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

The Unit is designed to meet the needs of those candidates wishing to pursue a career in the travel and tourism industry, and those with a general interest in the subject area.

It is envisaged that the content of this Unit should be broad enough to give candidates an introduction to the diversity of the industry. The focus should be on knowledge and understanding, and not on an analysis of the industry. See Appendix 1 for specific content to be covered.

This Unit provides the opportunity for candidates who studied the Intermediate 1 Unit, *Holiday Issues*, to build on knowledge gained regarding the development and impact of tourism on destinations both at home and abroad. It also provides an introduction to the travel and tourism industry for those wishing to progress to the Higher Unit, *Structure of the Travel and Tourism Industry*.

This Unit is one of three mandatory Units which together make up the Travel and Tourism (Intermediate 2) Course. The other two Units are *Business Practices in Travel and Tourism* and *Tourist Destinations*.

#### GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The Outcomes in this Unit are probably best taught in sequence as Outcome 1 provides basic underpinning knowledge which is then built on Outcomes 2 and 3.

##### ◆ Outcomes 1 and 2

The content of these two Outcomes is factual and requires imaginative delivery to stimulate and maintain initial interest. There should be no long opening explanations, rather delivery should be as practical as possible with emphasis being placed on student centred activity.

In Outcome 2 emphasis should be placed on current trends and patterns of employment rather than historical background, where only a brief examination of key points should be covered.

##### ◆ Outcome 3

Candidates should focus on tourism in the local area or research well known overseas examples. A well documented case study is perhaps the best approach, in which candidates examine the impact of tourism in the local area with reference to such factors as infrastructure, superstructure, capacity for tourists, volume and value of tourism, conservation and preservation and the local community. This can be supplemented where necessary with examples from other areas. Knowledge and understanding of the main impacts of travel and tourism can be enhanced through tutor-led group discussion, debates and task sheets. Videos and selected texts can be used to draw the candidate's attention to global issues.

## **National Unit Specification: support notes (cont)**

### **UNIT**      Travel and Tourism: An Introduction (Intermediate 2)

#### **GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT**

Opportunities for further study (if this Unit is being delivered as part of the Course), 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 SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*.

## National Unit Specification: statement of standards

### UNIT Travel and Tourism: An Introduction (Intermediate 2)

#### Appendix 1 – Unit Content

The skills and content which will be sampled to provide the evidence required for the Unit are as follows:

- ◆ Travel and Tourism terminology, including:
  - modern definitions of tourism
  - the complexity of definitions and overlap with other disciplines such as leisure and recreation and hospitality
  
- ◆ In particular, candidates should be familiar with the following terms:
  - tourism
  - travel and tourism
  - tourist
  - excursionist/travel and tourism product
  - domestic tourism
  - incoming tourism
  - outbound tourism
  - tourist trip
  - tourist nights
  - visiting friends and relatives (VFR)
  - incentive travel
  - business tourism
  - mass tourism
  - long haul destination
  - tour operator
  - identikit destination
  - charter flight
  - “no frills”/low cost airline
  
- ◆ The concept of tourism
  - as one use of leisure time
  - the act of travelling
  - temporary stay
  - activities undertaken at the destination
  
- ◆ The history of travel and tourism, including:
  - the growth of spas and seaside resorts
  - the Grand Tour
  - the Industrial Revolution and the development of railways and steamships
  - the part played by Thomas Cook
  - relevant government acts in relation to bank holidays, holidays with pay etc
  - increasing personal mobility, such as the impact of increased car ownership
  - the development of holiday camps
  - the impact of World Wars, jet aircraft, tour operators, package holidays, travel agencies, purpose built resorts and specific attractions

## **National Unit Specification: statement of standards (cont)**

### **UNIT          Travel and Tourism: An Introduction (Intermediate 2)**

#### **Appendix 1 (continued)**

- ◆ The scale of the industry today including
  - long haul flights
  - second holidays
  - short breaks
  - growth in independent travel
  - environmentalism
  - the nature of employment in tourism related industries
  - main job roles and progression within the industry
  
- ◆ The impact of travel and tourism in relation to:
  - its direct and indirect contribution to the economy
  - host-tourist relationships
  - damage caused by people pressure and tourist traffic
  - conservation and improvement of the natural and built environment
  - the balance of payments
  - development potential
  - e tourism
  - low cost airlines
  - green tourism
  - eco tourism