

National Unit Specification: general information

UNIT The Scottish Tourism Product: An Introduction (Higher)

CODE DM4T 12

COURSE Travel and Tourism (Higher)

SUMMARY

This Unit is one of the optional Units of the Course in Travel and Tourism at Higher, and is also available as a free-standing Unit.

The Unit is designed to provide candidates with a broad understanding of the main factors which combine to make Scotland attractive as a possible visitor destination. The Unit also analyses what is provided to satisfy the needs of the many different categories of visitor who make use of facilities in Scotland.

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

The specific aims of the Unit are to develop:

- ◆ knowledge and skills required for employment in the domestic and incoming tourist industry
- ◆ skills in establishing sources of information, selecting information and presenting information

OUTCOMES

1. Identify key geographical and physical features, tourist areas and centres in Scotland.
2. Explain the nature of the tourism product of Scotland and the appeal of major tourist destinations within Scotland.
3. Advise on the main activities and special interest pursuits enjoyed by visitors in Scotland.

Administrative Information

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RECOMMENDED ENTRY

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

- ◆ Standard Grade English at grade 2 or above
- ◆ Intermediate 2 Travel and Tourism or its Units

CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*)

**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

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill	None
Core Skill component	Critical Thinking at SCQF Level 5

National Unit Specification: statement of standards

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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

Identify key geographical and physical features, tourist areas and centres in Scotland.

Performance Criteria

- a) Describe the geographical features of Scotland.
- b) Identify and locate the main physical features of Scotland.
- c) Identify and locate the main islands and island groups.
- d) Identify and locate the main domestic and international gateway points.
- e) Identify and locate major tourist areas and centres.

OUTCOME 2

Explain the nature of the tourism product of Scotland and the appeal of major tourist destinations within Scotland.

Performance Criteria

- a) Describe accurately the key factors contributing to Scotland's appeal as a tourist destination.
- b) Describe major tourist areas and centres in terms of their principal appeal to the visitor.
- c) Describe accurately accessibility to major destinations within Scotland.
- d) Identify visitor attractions and amenities in terms of type, facilities and usage.

OUTCOME 3

Advise on the main activities and special interest pursuits enjoyed by visitors in Scotland.

Performance Criteria

- a) Identify the main outdoor activities enjoyed by visitors in Scotland.
- b) Identify accurately the main areas where visitors may participate in a range of outdoor activities.
- c) Explain key factors to be taken into consideration in the organisation of activity holidays.
- d) Describe opportunities for special interest holidays.

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EVIDENCE REQUIREMENTS FOR THIS UNIT

The content of this Unit is given in Appendix 1.

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

The assessment for Outcome 1 will be made up of short answer/restricted response questions. The evidence for this Outcome should be produced under closed book, supervised conditions within 45 minutes. Outcomes 2 and 3 will involve completion of two (one on a centre based holiday, the other a touring holiday) case studies which will arise naturally as the candidate progresses through the Unit. The case studies will be open book assessments completed under supervised conditions and presented in a business format. The case studies must show that by planning to identify and obtain resources relevant to their case studies candidates will be able to produce itineraries which satisfy client requirements. The two itineraries which are produced must involve a centre based holiday and also a touring holiday. A different area of Scotland must be used for each case study.

The assessments will sample the content and skills stated in Appendix 1.

Satisfactory performance may be determined by a cut off score for Outcome 1. For Outcomes 2 and 3 this will be determined by attainment of the performance criteria in each of the Outcomes.

The standard to be applied and 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

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

While the exact time allocated for 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 designed to enable the candidate to develop knowledge of Scotland's tourist areas, and an awareness of the main factors contributing to Scotland's attraction as a visitor destination.

The scope of the Unit is very wide and the design length does not allow for a detailed examination of areas of particular, as opposed to general, interest. The intention therefore should be to provide the candidate with a broad working overview of the many aspects which contribute to the unique attraction of Scotland as a visitor destination, on which he or she may build, as appropriate, to an eventual career path.

This Unit at Higher builds substantially on the work covered in *Tourist Destinations* at Intermediate 2 where the Scottish destinations featured are Edinburgh, Glasgow and the Highlands of Scotland. This Unit requires the candidate to develop the skill of locating destinations on a map, and to study Scotland as a tourist destination in much greater detail.

This Unit aids progression to the HN Unit *Providing Information on the Scottish Tourism Product*.

The skills and content for this Unit are provided in Appendix 1.

This Unit is one of the two optional Units which form part of the Travel and Tourism (Higher) Course. The other optional Unit is *Tourist Destinations*. The two mandatory Units are *Structure of the Travel and Tourism Industry* and *Marketing in Travel and Tourism: An Introduction*.

National Unit Specification: support notes (cont)

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GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

The Outcomes in this Unit can be delivered sequentially or an alternative approach could be adopted by studying each recognised area within Scotland on an Outcome by Outcome basis. However, regular practice at mapping skills will be required by candidates over a period of time to ensure success in completing Outcome 1.

A candidate centred, resource based, and practical approach should be adopted to encourage expertise in the use of source materials, and to develop the skills required in the workplace. The emphasis throughout should be on the practical application of knowledge of the tourism product. Delivery of the Unit should make maximum use of tourism materials in current use in the industry, and access to a wide range of up to date source materials (maps, brochures, guidebooks, trade publications, sources of research) is essential for the design and implementation of classroom activities, and for the candidate to develop the breadth of knowledge required of the Unit. In Outcome 1, map plotting and route planning exercises should be used to ensure familiarity with the places which tourists may wish to visit in Scotland.

Access to video or other visual sources is also recommended, and the ability of centres to arrange visits to tourism facilities would enhance the candidates learning experience.

This Unit could be satisfactorily delivered by means of a candidate centred flexible learning package.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

As all the Outcomes in this Unit require the candidate to demonstrate knowledge which is likely to be in a vocational context, a practical approach to assessment is desirable. It is further recommended that the suggested instrument of assessment for Outcome 1 should be set at the end of the Unit, as these practical exercises demand a familiarity with map locations which is only acquired through time and practice.

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

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Appendix 1 – Unit content

NB: This appendix is within the statement of standards, ie the mandatory requirements of the Unit.

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

- ◆ geographical features: location, size, population (actual and trends), centres of population, climate
- ◆ physical features: location of main mountain ranges, main rivers, lochs and waterways, nature reserves, forest parks, countryside areas
- ◆ tourist areas: Area Tourist Board or equivalent, distinct touring areas (such as the Trossachs, Burns Country, Royal Deeside, and Wester Ross) and centres (such as Pitlochry, Braemar, Aviemore, Peebles, Turnberry, Gleneagles, Stirling, Oban, Fort William, Crieff, Nairn, Inverness, Dumfries, Moffat), major resorts, touring centres in Scotland of practical and general interest to the visitor
- ◆ nature reserves, forest and country parks, and countryside and scenic areas
- ◆ gateway points such as ports and airports serving domestic and international services, island services.

Emphasis should be placed on the candidate's familiarity with places and their ability to locate and identify the above confidently and accurately on a map.

- ◆ The appeal of Scotland as a tourist destination and consideration of the strengths and weaknesses of the tourism product. Tangible and intangible aspects of: land and seascapes, history, heritage, language, culture, customs and traditions, food and drink, events, business and leisure facilities, accessibility, seasonality, and the requirements of different categories of visitor, for example, both leisure and business, domestic and overseas, and day trippers.
- ◆ The nature of the tourist product at major destinations within Scotland, using current tourist literature and materials to develop knowledge and understanding of the attraction of major areas and centres in different categories, broadly, leisure and business, and for a range of purposes, accessibility - road, rail, ferry and air networks, distance and journey times (detailed timetable work is not required) but use should be made of Tourist Board main guides and other support material
- ◆ A range of visitor attraction categories -site and event, natural and built, historic and contemporary, for example castles, abbeys, stately homes, heritage centres, visitor centres, industrial heritage sites, leisure centres, arts centres, archaeological sites, distilleries, mills, museums, wildlife parks, mountain areas, forest and country parks, gardens, cultural and traditional events, both local and national.

Amenity categories should be considered, such as accommodation, conference and exhibition centres, theatres and other entertainments, shops, restaurants and other catering establishments, and information services.

- ◆ Appropriateness for client type (leisure and business, families, individuals, groups) and flexibility to fulfil different functions for different client types (visitor attractions as conference and meeting venues, historic houses as venues for incentive and corporate events).

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Appendix 1 (continued)

- ◆ Main activity and special interest pursuits participated in by visitors:
 - outdoor activities such as fishing, shooting and stalking, skiing, walking and climbing, watersports, birdwatching, golfing, cycling
 - special interest pursuits such as photography, archaeology, curling
 - special interest holiday courses such as painting weaving, Gaelic, pony trekking, farm holidays

A general awareness only, of the range of current special interest pursuits is required, as well as the ability to identify these in source materials.

- ◆ Quality Assurance schemes in operation to guide and reassure visitors on standards of visitor facilities
- ◆ Key factors: rules and regulations, codes of conduct, seasons.

The tourist product should be considered in the context of different categories of visitor, and appropriate recommendations should be made for various client types (eg leisure and business, domestic and overseas, day trippers). The candidate should achieve the level of competence of someone who may be called upon to provide general tourist information.