



National Unit Specification: general information

UNIT Tour Guiding: An Introduction (SCQF level 5)

CODE F3PK 11

SUMMARY

This Unit is designed to introduce candidates to the basic knowledge and skills involved in tour guiding. Whilst being given an insight into the nature of different types of tour work the candidate will also plan and produce a coach or walking tour itinerary. Finally he/she will conduct a short tour. This Unit is suitable for candidates who are undertaking study of this subject for the first time and who wish to obtain a basic knowledge of working as a tour guide as an interest subject or are considering a career as a tour guide and wish to develop a basic understanding of the role. On completion of this Unit candidates could progress onto further education or training in this industry.

OUTCOMES

- 1 Describe the types of tour guides and their roles.
- 2 Plan an itinerary for a short guided tour.
- 3 Conduct a short tour.

RECOMMENDED ENTRY

While entry is at the discretion of the centre it would be helpful if candidates had attained the following or equivalent:

- ◆ Communication at SCQF level 4
- ◆ Skills for Customer Care at SCQF level 4

Administrative Information

Superclass: NK

Publication date: November 2011

Source: Scottish Qualifications Authority

Version: 02

© Scottish Qualifications Authority 2011

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this Unit Specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre, telephone 0845 279 1000.

National Unit Specification: general information (cont)

UNIT Tour Guiding: An Introduction (SCQF level 5)

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 in this Unit.

Opportunities for developing aspects of Core Skills are highlighted in the *Guidance on Learning and Teaching Approaches for this Unit*.

National Unit Specification: statement of standards

UNIT Tour Guiding: An Introduction (SCQF level 5)

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 SQA.

OUTCOME 1

Describe the types of tour guides and their roles.

Performance Criteria

- (a) Describe correctly the different types of guides.
- (b) Correctly identify the skills and qualities required of tour guides.
- (c) Explain clearly the general role of a tour guide.

OUTCOME 2

Plan an itinerary for a short guided tour.

Performance Criteria

- (a) Information sources are used effectively.
- (b) A themed itinerary is planned for a specified market segment.
- (c) An itinerary is produced detailing timings of all stops at tourist facilities.

OUTCOME 3

Conduct a short tour.

Performance Criteria

- (a) Research of product knowledge is adequate.
- (b) Interpretation of information about the attraction/destination is animated and accurate.
- (c) Handling of the group is managed effectively.
- (d) Health and safety considerations are observed at all times.

National Unit Specification: statement of standards (cont)

UNIT Tour Guiding: An Introduction (SCQF level 5)

EVIDENCE REQUIREMENTS FOR THIS UNIT

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

Outcome 1 — written and/or recorded oral evidence should be provided to show knowledge of the roles and range of different tour guides.

Outcome 2 — performance evidence based on the production of an itinerary for a half day coach or walking tour in Scotland.

Outcome 3 — performance evidence of the candidate conducting a short tour (approximately 5 minutes). This could be a 5 minute segment within a longer tour. This may be an on-site tour of an attraction or other form of tour, for example a guided bus tour. Evidence of satisfactory performance should be recorded by assessor observation checklist, and/or video recording.

Assessment should be completed under supervised, controlled conditions.

The Assessment Support Pack for this Unit provides sample assessment material. Centres wishing to develop their own assessments should refer to the Assessment Support Pack to ensure a comparable standard.

National Unit Specification: support notes

UNIT Tour Guiding: An Introduction (SCQF level 5)

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 an optional Unit in the National Certificates in Travel and Tourism at SCQF level 5 and 6.

The purpose of this Unit is to enable candidates to acquire basic guiding knowledge and skills that will introduce them to this area of tourism. ‘Blue Badge Guide’ standards are not expected. It will also provide a useful introduction to the HN Unit *Tour Guiding and Resort Representation* for candidates wishing to progress to relevant HNC/HNDs.

In Outcome 1, different types of guides that may be looked at include: city guides, walking guides, driver guides, Blue Badge guides, docents (volunteer guides), country-side rangers, adventure guides, mountain guides, on-site guides, step-on guides etc. Corresponding industry sectors may be discussed eg inbound/outbound tour operators, city sightseeing buses, coach operators, visitor attractions, cruise ships, country parks, etc.

For Outcome 2, information sources may include Scottish tourist maps and guide books, *Visit Scotland* brochures and relevant web sites. Themes may include historic, architecture, sports/adventure, castles, shopping, cities, islands, scenic, etc. and specific markets could be candidates, families, OAP’s, architecture enthusiasts etc.

For Outcome 3, various research methods and sources of information used to compile tours should be discussed. Skills for guiding and handling groups should include keeping the group entertained and interested, special needs, tailoring tours to the group, body language, pace, tone and manner of presentation, etc. Relevant health and safety aspects and checklists for walking and on-site tours should also be covered.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Approaches to the delivery of this Unit should be candidate-centred with on-going guidance and tutor input. The Outcomes should be achieved through a variety of tutor delivered theory, candidates own research from a collection of sources, as well as industrial visits to attractions and experience of live tours. If delivered within a National Certificate Group Award it may be possible to integrate delivery of the Unit *Skills for Customer Care*.

OPPORTUNITIES FOR CORE SKILLS DEVELOPMENT

The research activities in Outcomes 2 and 3 may provide the opportunity for *IT* and *Problem Solving* development. The interactive nature of the practical activities in Outcome 3 could provide the opportunity for development of Oral Communication skills and *Working with Others*.

National Unit Specification: support notes (cont)

UNIT Tour Guiding: An Introduction (SCQF level 5)

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Outcome 1 could be assessed in the form of a task where an industry job advert is designed for tour guides. Alternatively this could be assessed by a short-answer (written or oral) closed-book test.

For Outcome 2 a task could be set involving planning and producing a half day coach or walking tour itinerary based in Scotland, detailing themes, target markets, timings, road routes, all stops, facilities and activities. This could be integrated with relevant assessments in British Isles Tourist Destinations.

For Outcome 3 candidates could choose an area of a visitor attraction and guide a small group of fellow candidates around it. A tutor observation checklist and/or video recording may be used. This assessment could be integrated with *Skills for Customer Care* (SCQF level 5).

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

History of changes:

Version	Description of change	Date
02	The tour in Outcome 2 is now a half day coach or walking tour. Relevant subsequent amendments in Unit Summary on page 1; Evidence Requirements on page 4; and Support Notes on page 6.	21/11/2011