



National Unit Specification: general information

UNIT Selling the Travel and Tourism Product (SCQF level 6)

CODE F3P9 12

SUMMARY

The Unit will allow candidates to develop an understanding of the nature of the travel and tourism product/service and equip them with the knowledge and skills required to sell effectively in that particular context. It will also allow candidates to provide an effective sales environment. This Unit is suitable for candidates wishing to pursue a career in the travel and tourism industry or to progress onto relevant Higher National programmes. It would also be suitable for candidates in employment wishing to enhance their skills in this area.

OUTCOMES

- 1 Evaluate the nature of the travel and tourism products and/or services.
- 2 Demonstrate face to face and telephone selling skills appropriate to travel and tourism products and/or services.
- 3 Demonstrate a basic merchandising display appropriate for a travel or tourism selling environment.

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 Credit level
- ◆ Communications at SCQF level 5
- ◆ Units in Travel and Tourism at SCQF level 5
- ◆ Selling Skills at SCQF level 5

Administrative Information

Superclass: NK

Publication date: May 2008

Source: Scottish Qualifications Authority

Version: 01

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National Unit Specification: general information (cont)

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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

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

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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 of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Evaluate the nature of the travel and tourism products and/or services.

Performance Criteria

- (a) The concepts of tangibility and intangibility are accurately explained.
- (b) The features and benefits of products are assessed comprehensively.
- (c) The features and benefits of services are assessed comprehensively.
- (d) The concepts of value-added, trading-up and revenue enhancement are described fully.

OUTCOME 2

Demonstrate face to face and telephone selling skills appropriate to travel and tourism products and/or services.

Performance Criteria

- (a) Rapport is developed satisfactorily.
- (b) Clients' requirements are established accurately.
- (c) Travel/tourism support material is used effectively.
- (d) Products and services are presented confidently.
- (e) Sales are brought to a close positively.

OUTCOME 3

Demonstrate a basic merchandising display appropriate for a travel or tourism selling environment.

Performance Criteria

- (a) The sales area is prepared to provide a positive selling environment.
- (b) A display is prepared for the purpose of marketing the product or services.
- (c) Brochures/leaflets merchandise is displayed to achieve organisational objectives.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Outcome 1 — written or recorded oral evidence is required for each performance criterion to show that the candidate can evaluate the nature of the travel and tourism products or services.

Outcome 2 — performance evidence is required for each performance criterion and should be gathered from direct observation of the candidate in the workplace or from role plays which accurately reflect the conditions of the workplace.

The evidence will be based on one face to face client enquiry and one telephone client enquiry. The evidence must confirm customer satisfaction and the achievement of organisational objectives. Checklists should be provided to record satisfactory performance.

Outcome 3 — performance evidence is required for each performance criterion and should be gathered from realistic simulations which accurately reflect the conditions of a travel or tourism trade event. Photographic evidence of the display is at the discretion of the centre.

Assessor observation checklists/record must be retained to evidence satisfactory achievement of Outcome 3.

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

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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 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 a mandatory Unit on the National Certificates in Travel and Tourism at SCQF level 5 and 6. The Unit should be seen in the context of providing relevant knowledge and skills in respect of selling the travel and tourism products and/or services. It is designed to be taken in conjunction with the specialist Units in travel and/or tourism and provides an opportunity for integration not only with these Units but also across the Performance Criteria within this Unit. It is strongly recommended that this Unit is not taken in isolation as the product knowledge and procedures are seen as providing essential value and relevance to delivery.

Substantial resource material and facilities of a (model) travel/tourism office/outlet will be required for the delivery of this Unit.

Corresponding to Outcomes 1–3

- 1 The range of travel and tourism products; tangible and intangible; selling dreams and expectations; products and services; features — quality, cost, value for money, comparisons with similar products, key features, benefits, advantages and disadvantages; value-added — special offers/promotions, discounts, giveaways; trading-up — advantages/benefits of higher priced products; revenue enhancement — sales of supplementary/complementary products and services.
- 2 Face to face selling skills: developing rapport — visual, verbal and environmental; establishing needs and wants of customer; use of support material — brochures/leaflets, trade manuals, guides, atlases/maps, computer systems; samples of merchandise; recommendations; questioning techniques — open and closed; recording information; identification and presentation of suitable products/services — advantage, benefit and incentive statements; switch-selling; overcoming objections; closing the sale.
- 3 Merchandising: attracting customers to the point of sale; generating product interest; encouraging impulse buys; methods — targeted displays, information/sales notices and posters, brochure/leaflet racking, videos, demonstrations, product sampling, giveaways.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

A candidate-centred, resource based learning approach is recommended, supported by lecturer explanation of key points. The participation in work experience may provide opportunities for generating evidence.

If delivered with a National Certificate Group Award it may be possible to integrate delivery of the Unit *Skills for Customer Care*.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILLS DEVELOPMENT

Teaching and delivery of Outcomes 2 and 3 incorporates practical sessions in a realistic travel environment providing opportunities for development of the Core Skill *Working with Others* at SCQF level 5. Activities relating to the selling of products and/ or services should provide the opportunity to develop Oral Communication skills.

Learners could operate in small teams, observing each other's performance and giving constructive feedback.

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

The candidate could be set restricted response questions to cover all Performance Criteria.

Outcome 2

The candidate could be set one face to face and one telephone role play exercise, based on client's requirements.

Outcome 3

The candidate could be set practical exercises based on a case study which outlines the promotional objectives of a (fictitious) travel or tourism organisation.

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)*.