

**Arrangements for:**

**SQA Advanced Certificate in Travel and  
Tourism (GM9G 47)**

**SQA Advanced Diploma in Travel and  
Tourism (GN12 48)**

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# SQA Advanced Certificate and Diploma

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# 1 Introduction

This is the Arrangements Document for the SQA Advanced Certificate and SQA Advanced Diploma in Travel and Tourism. This document includes background information on the group awards, its aims, details of the group award structure, and guidance on delivery.

## 2 Rationale for the qualifications

The SQA Advanced Certificate and SQA Advanced Diploma in Travel and Tourism are designed to equip candidates with the knowledge, understanding and skills required for success in current and future employment or for progression to further academic and/or professional qualifications.

### 2.1 Other related qualifications

The current SQA catalogue includes the following:

#### **National Qualifications (NQ)**

Courses are available at National 4, National 5 and Higher (SCQF levels 4, 5, and 6 respectively). These contain both exam-based and project-based courses.

### 2.2 Progression

Appendix 1 details examples of SQA qualifications in this sector and shows possible progression pathways.

#### 2.2.1 Degree progression

Articulation arrangements exist between a number of Scottish, UK and international universities where SQA Advanced Certificates and Diplomas will be accepted as advanced entry to either the second or third year of a related degree programme. Depending on the specific degree programme, certain units may be required as part of the SQA Advanced Certificate/Diploma. The optional section of the framework is sufficiently broad to ensure that centres are able to comply with reasonable articulation requests. A high proportion of our candidates have articulated to degree programmes and successfully completed them.

#### 2.2.2 Professional bodies

SQA Advanced Certificates and Diplomas are recognised by many professional bodies. Candidates achieving an SQA Advanced Certificate/Diploma may meet the professional body entry requirements. Candidates may also gain partial and full exemptions to professional body exams.

### 2.3 Target client group

The Travel and Tourism programmes are suitable for a wide range of candidates including:

- ◆ school leavers
- ◆ adult returners to education
- ◆ candidates in employment who wish to enhance their career prospects
- ◆ candidates who wish to start their own business and require a broad grounding in business

### **3 Aims of the qualifications**

#### **3.1 General aims**

SQA Advanced Certificate

- 1 Provide basis for future career and personal development.
- 2 Enable progression within SCQF.
- 3 Develop ability to manage and absorb large amounts of information.
- 4 Develop transferable skills.
- 5 Develop ability to be flexible and work co-operatively with others.
- 6 Develop the ability to take responsibility for one's own learning.

Additionally at SQA Advanced Diploma:

- 7 Develop organisational, research and investigative skills. The SQA Advanced Diploma will further develop skills in planning and organising and require candidates to investigate more in depth problems and issues.
- 8 Develop critical and evaluative thinking looking at key issues and problems from a managerial perspective.

#### **3.2 Specific aims — SQA Advanced Certificate/SQA Advanced Diploma in Travel and Tourism**

The awards are prevocational and designed to serve employers' needs in a broad spectrum of organisations in the domestic, inbound tourism and outbound travel industry, for example, tour operations, visitor servicing, tourism development, marketing, customer service, guiding, conferencing, tourist and information services, retail and business travel agents, airlines, airports, cruise operators. They may also provide a preparation for employment in the general field of business in areas such as administration, marketing and customer services.

Specifically, the SQA Advanced Certificate should enable the candidate to:

- 9 Develop key skills and knowledge in marketing and customer service applied to the travel and tourism sector.
- 10 Develop sound product knowledge of the home market or international destinations, and depending on options selected, relevant practical technical skills in for example itinerary preparation, fare calculations and document completion.
- 11 Develop generic skills in ICT and communication.
- 12 Develop an understanding of the industry, how it is structured and operates.
- 13 Develop employability skills.

Additionally the SQA Advanced Diploma will:

- 14 Develop a more in-depth understanding and application of marketing.
- 15 Develop managerial competences in the meaningful travel and tourism context of tour operations and selected specialist areas, eg visitor attractions, airline and airport operations, business or retail travel.
- 16 Provide scope for an in depth look at the key issue of sustainability.

The SQA Advanced Diploma can also be distinguished from the SQA Advanced Certificate in terms of the:

- ◆ Likely entry point into an organisation.
- ◆ Speed of progression within an organisation.
- ◆ Level of entry into further qualifications.
- ◆ Development of underpinning knowledge of relevant SVQs.

### 3.3 General and specific aims, linked to individual Units

The following table identifies how these aims are met by individual Units:

Unit title	Aims
Structure of the Travel and Tourism Industry	12
Influences on the Travel and Tourism Industry	12
Applying Marketing Principles in Travel and Tourism	9
Marketing Planning in Travel and Tourism	9,14
Creating a Culture of Customer Care	9
Planning and Sustainable Development in Tourism	7, 8, 16
Preparing for Employment in Travel and Tourism	4, 5, 13
Tour Operations	7, 8, 15
Travel and Tourism: Graded Unit 1	4, 6, 7, 8
Travel and Tourism: Graded Unit 2	4, 6, 7, 8
International Tourist Destinations	3, 10
Providing Information on the Scottish Tourism Product	3, 10
Air Travel	10
Air Travel Advanced	10
Retail Travel Practice	9, 10
Business Travel: An Introduction	9, 10
Business Travel Operations	9, 10
Working as Senior Air Cabin Crew	9, 10
Tour Guiding and Resort Representation	5, 9, 10
Role of History, Culture and Genealogy in Scottish Tourism	3, 7
Practical Travel and Tourism Visit	7, 11, 12
Visitor Attraction Operations	5, 9, 10
Visitor Attraction Management	7, 8, 9, 15
Trends and Developments in European Travel and Tourism	12, 16
Scottish Tourism Product: Niche Markets	3, 10
Tourism: Sustainability and Rural Communities	16
Developing Skills for Personal Effectiveness	1, 4
Developing the Individual Within a Team	1, 5
Presentation Skills	4, 11
Work Experience	1, 6, 7
Communication Units	4, 11
ICT Units	4, 11
Language Units	4
Management Units	4, 5

**NB:** Aims 1 and 2 relate principally to the Group Awards as a whole rather than individual Units.

## 4 Recommended access to the qualifications

As with all SQA qualifications, access to the qualifications will be at the discretion of the centre. The following recommendations are for guidance only. Examples of appropriate formal entry qualifications are specified below. They are not exhaustive or mutually exclusive and may be considered in a variety of combinations.

- ◆ National Certificates in Travel and Tourism at SCQF levels 5 and 6.
- ◆ Appropriate grouping of National Units.
- ◆ Any other relevant National Certificates at SCQF levels 5 or 6.
- ◆ Any two relevant Higher qualifications together with three National 5 qualifications.
- ◆ An SVQ at level 2 or 3 in a relevant area.
- ◆ Different combinations of relevant National Qualifications, Vocational Qualifications and equivalent qualifications from other awarding bodies may also be acceptable.
- ◆ For candidates where English is not their first language, it is recommended that they possess English for Speakers of other Languages (ESOL) SCQF level 5 or a score of 5.5 in IELTS.
- ◆ Relevant work experience.

## 5 Structure of the qualifications

### 5.1 Structure of the SQA Advanced Certificate in Travel and Tourism

Candidates will be awarded an SQA Advanced Certificate in Travel and Tourism on successful completion of all of the Units and the Graded Unit in the mandatory section, and an appropriate combination of Units from the limited option and option groupings up to a total of 96 SCQF credit points (12 SQA Credits). The SQA Design Principles require an SQA Advanced Certificate to incorporate at least 48 SCQF credit points at SCQF level 7. This requirement is met through the mandatory and limited option sections.

The SQA Advanced Certificate in Travel and Tourism mandatory section comprises 40 SCQF credit points (5 SQA Credits) at SCQF level 7. The limited option section comprises a minimum of 24 SCQF points (3 SQA Credits). A further 16–32 SCQF points (2–4 SQA Credit points) from the option groupings are required depending on Units selected in the limited option groupings.

The framework (on following pages) illustrates the composition of the framework detailing the SCQF level, rating and SQA Credit value of each Unit.

#### 5.1.1 SQA Advanced Certificate in Travel and Tourism (GM9G 47)

##### Mandatory Units

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Structure of the Travel and Tourism Industry	HV79 47	8	7	1
Applying Marketing Principles in Travel and Tourism	HP58 47	8	7	1
Creating a Culture of Customer Care	HP73 47	8	7	1
Preparation for Employment in Travel and Tourism	HV7L 47	8	7	1
Travel and Tourism: Graded Unit 1	HV7G 47	8	7	1



## Limited Options

**Travel and Tourism Product Knowledge: 8–24 SCQF points  
(1–3 SQA Credits) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
International Tourist Destinations	HP57 46	8	6	1
Providing Information on the Scottish Tourism Product	HT2E 47	16	7	2

**Communication: 8 SCQF points (1 SQA Credit) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Communication: Business Communication	HP75 47	8	7	1
Communication: Practical Skills	HP4A 47	8	7	1
Complex Oral Presentation	HV78 47	8	7	1

**Applied Technology: 8 SCQF points (1 SQA Credit) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Information Technology: Applications Software 1	HP6L 47	8	7	1
Using Software Application packages	HR0A 47	8	7	1
e-marketing	HT35 47	8	7	1
Digital Culture: Online Communication	HR81 47	8	7	1
Internet: Introducing e-Commerce	HT22 47	8	7	1

## Options

16–32 SCQF credit points (2–4 SQA Credits) required depending on product knowledge Unit(s) taken

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
<b>Travel and Tourism</b>				
Influences on the Travel and Tourism Industry	HV6Y 48	8	8	1
Marketing Planning in Travel and Tourism	HP56 48	8	8	1
Planning and Sustainable Development in Tourism	HP55 48	16	8	2
Tour Operations	HP50 48	16	8	2
Air Travel	HP5A 47	16	7	2
Air Travel Advanced	HP59 48	16	8	2
Retail Travel Practice	HP5C 47	16	7	2
Business Travel: An Introduction	HV7M 47	8	7	1
Business Travel Operations	HV7N 47	8	7	1
Working as Senior Air Cabin Crew	HV7P 47	8	7	1
Airline and Airport Operations	HV7R 47	8	7	1
Tour Guiding and Resort Representation	HP54 47	8	7	1
Role of History, Culture and Genealogy in Scottish Tourism	HT2C 47	8	7	1
Practical Travel and Tourism Visit	HV7A 47	8	7	1
Visitor Attraction Operations	HV7C 47	8	7	1
Visitor Attraction Management	HV6W 48	8	8	1
Trends and Developments in European Travel and Tourism	HV6X 48	16	8	2
Scottish Tourism Product: Niche Markets	HV7D 47	8	7	1
<b>Rural Tourism</b>				
Countryside Recreation and Access	HV7J 47	8	7	1
Countryside Visitor Management	HV7F 47	8	7	1
Scottish Natural Heritage Tourism	HV7E 47	8	7	1
Foundations of Activity Tourism	HV7K 47	8	7	1
Tourism: Sustainability and Rural Communities	HV71 48	8	8	1
Heritage Studies: Scotland	HV70 48	8	8	1
History D: Specialist Study	HV73 48	8	8	1
<b>Conference and Events</b>				
Organising an Event	HV7H 47	16	7	2
Events Industry: An Introduction	HT3A 47	16	7	2
Managing an Event	HT3C 48	16	8	2
Conferences: An Introduction	HT3D 47	8	6	1

## Options (cont)

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
<b>Hospitality</b>				
Hospitality Financial and Control Systems	HP4J 47	8	7	1
Food Hygiene Intermediate	HP4M 47	8	7	1
Food and Beverage Service	HP4E 47	16	7	2
Accommodation Servicing	HP4D 47	8	7	1
Hospitality Front Office Procedures 1	HP4G 47	8	7	1
Hospitality Front Office Procedures 2	HP4H 47	8	7	1
Food Tourism and Culture	HV72 48	8	8	1
Accommodation: Quality Assurance and Systems	HV74 48	8	8	1
<b>Law</b>				
Business Law: An Introduction	HP6Y 47	8	7	1
Health and Safety Legislation: An Introduction	HR1P 47	8	7	1
<b>Marketing</b>				
International Marketing: An Introduction	HP76 47	8	7	1
International Marketing: The Mix	HP0P 48	8	8	1
Market Research Theory	HP0F 47	8	7	1
Marketing Research Applications	HP0C 48	8	8	1
<b>Communication and ICT</b>				
Presentation Skills	HP79 48	8	8	1
IT in Business — Desktop Publishing	HP0J 47	8	7	1
Introducing the Internet	HR5N 46	8	6	1
Internet: Theory and Practice	HV6P 48	8	8	1
Editing and Proof-reading	HV6V 48	8	8	1
E-commerce: Publishing Websites	HR1V 47	16	7	2
<b>Personal Development</b>				
Personal Development Planning	HP6M 47	8	7	1
Work Role Effectiveness	HR0M 47	24	7	3
Work Placement	HP4X 47	8	7	1
Developing Skills for Personal Effectiveness <sup>1</sup>	HR0K 48	8	8	1
Developing the Individual Within a Team <sup>2</sup>	HR13 47	8	7	1

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
<b>Business Management and Enterprise</b>				
Business Accounting <b>OR</b>	HP7K 47	16	7	2
Understanding and Managing Financial Resources: An Introduction	HV77 47	16	7	2
Economic Issues: An Introduction	HP6T 47	8	7	1
Economics 1: Micro and Macro Theory and Application	HP6P 48	8	8	1
Economics 2: The World Economy	HP72 48	8	8	1
Statistics for Business	HP6V 48	8	8	1
Continuous Workforce Development	HP77 47	16	7	2
Preparing a Formal Business Plan	HR19 47	16	7	2
Managing People	HT5C 48	16	8	2
Management: Leadership at Work	HV2C 47	8	7	1
Management: Developing Self Management Skills	HT5H 47	8	7	1
Management: Managing and Working with People	HR16 47	8	7	1
Developing Entrepreneurial Skills	HR1A 47	8	7	1
Managing Information Systems to Develop a Small Business	HR18 48	16	8	2
Research Skills	HR0Y 47	8	7	1
Fundamentals of Quality Assurance	HV75 47	8	7	1
Fundamentals of Quality Systems	HV76 47	8	7	1
<b>Languages</b>				
<b>Limited option — up to 3 credits</b>				
Communication in French: Basic Operational Reading and Writing Skills	HR2J 46	8	6	1
Communication in French: Basic Operational Speaking and Listening Skills	HR2E 46	8	6	1
French for Work: Basic Operational	HR22 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in Gaelic: Basic Operational Reading and Writing Skills	HT39 46	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	HT37 46	8	6	1
Gaelic for Work: Basic Operational	HT3F 46	24	6	3

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
<b>Limited option — up to 3 credits</b>				
Communication in Gaelic: Basic Operational Reading and Writing Skills	HT39 46	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	HT37 46	8	6	1
Gaelic for Work: Basic Operational	HT3F 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in German: Basic Operational Reading and Writing Skills	HR2K 46	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	HR2F 46	8	6	1
German for Work: Basic Operational	HR21 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in Italian: Basic Operational Reading and Writing Skills	HR2L 46	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	HR2G 46	8	6	1
Italian for Work: Basic Operational	HR20 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in Spanish: Basic Operational Reading and Writing Skills	HR2M 46	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	HR2H 46	8	6	1
Spanish for Work: Basic Operational	HR1Y 46	24	6	3
<b>Limited option — up to 3 credits</b>				
French for Work: Advanced Operational	HR27 47	24	7	3
French for Work: Intermediate Operational	HR23 46	24	6	3
Gaelic for Work: Advanced Operational	HT3H 47	24	7	3
Gaelic for Work: Intermediate Operational	HT3G 46	24	6	3
German for Work: Advanced Operational	HR28 47	24	7	3
German for Work: Intermediate Operational	HR24 46	24	6	3

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
<b>Limited option (cont)</b>				
Italian for Work: Advanced Operational	HR29 47	24	7	3
Italian for Work: Intermediate Operational	HR25 46	24	6	3
Spanish for Work: Advanced Operational	HR2A 47	24	7	3
Spanish for Work: Intermediate Operational	HR26 46	24	6	3
Workplace Communication in English	HR1C 46	8	6	1
ESOL for Work: Advanced Operational	HR1G 47	24	7	3

**Total credits required for SQA Advanced Certificate in Travel and Tourism = 96 SCQF points  
12 SQA Advanced SQA Credits**

- 1 This Unit is also available at SCQF levels 6 and 7 (HP4Y 46 and HR0G 47). Only 1 credit from the DSPE Units may count towards the SQA Advanced Certificate in Travel and Tourism.
- 2 This Unit is also available at SCQF level 8 (HP3C 48). Only 1 credit from the DWIT Units may count towards the SQA Advanced Certificate in Travel and Tourism.

## 5.2 Structure of the SQA Advanced Diploma in Travel and Tourism

Candidates will be awarded an SQA Advanced Diploma in Travel and Tourism on successful completion of all of the Units and the Graded Units in the mandatory section, and an appropriate combination of Units from the limited option and option groupings up to a total of 240 SCQF credit points (30 SQA Credits). The SQA Design Principles require an SQA Advanced Diploma to incorporate at least 64 SCQF credit points (8 SQA Credits) at SCQF level 8. This requirement is met within the mandatory section.

The SQA Advanced Diploma in Travel and Tourism mandatory section comprises 104 SCQF credit points (13 SQA Credits). The limited option section comprises a minimum of 40 SCQF points (5 SQA Credits). A further 0–96 SCQF points. (0–12 SQA Credits) from the option groupings are required depending on Units selected in the limited option groupings.

The framework (on the following pages) illustrates the composition of the framework detailing the SCQF level rating and SQA Credit value of each Unit.

## 5.2.1 SQA Advanced Diploma in Travel and Tourism (GN12 48)

### Mandatory Units

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Structure of the Travel and Tourism Industry	HV79 47	8	7	1
Influences on the Travel and Tourism Industry	HV6Y 48	8	8	1
Applying Marketing Principles in Travel and Tourism	HP58 47	8	7	1
Marketing Planning in Travel and Tourism	HP56 48	8	8	1
Creating a Culture of Customer Care	HP73 47	8	7	1
Planning and Sustainable Development in Tourism	HP55 48	16	8	2
Preparation for Employment in Travel and Tourism	HV7L 47	8	7	1
Tour Operations	HP50 48	16	8	2
Travel and Tourism: Graded Unit 2	HV9L 48	16	8	2
Travel and Tourism: Graded Unit 1	HV7G 47	8	7	1

### Limited options

**Travel and Tourism Product Knowledge: 8–24 SCQF points (1–3 SQA Credits) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
International Tourist Destinations	HP57 46	8	6	1
Providing Information on the Scottish Tourism Product	HT2E 47	16	7	2

**Communication: 8 SCQF points (1 SQA Credit) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Communication: Business Communication	HP75 47	8	7	1
Communication: Practical Skills	HP4A 47	8	7	1
Complex Oral Presentation	HV78 47	8	7	1

**Applied Technology: 8 SCQF points (1 SQA Credit) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Information Technology: Applications Software	HP6L 47	8	7	1
Using Software Application packages	HR0A 47	8	7	1
e-marketing	HT35 47	8	7	1
Digital Culture: Online Communication	HR81 47	8	7	1
Internet: Introducing e-Commerce	HT22 47	8	7	1
Building an e-Business	HR7V 47	1	7	1

**Management, Business Practice and Enterprise Skills: 16–112 SCQF points (2–14 SQA Credits) from:**

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
Preparing a Formal Business Plan	HR19 47	16	7	2
Developing Entrepreneurial Skills	HR1A 47	8	7	1
Management: Developing Self Management Skills	HT5H 47	8	7	1
Management: Managing and Working with People	HR16 47	8	7	1
Developing Skills for Personal Effectiveness <sup>1</sup>	HR0K 48	8	8	1
Managing People	HT5C 48	16	8	2
Management: Leadership at Work	HV2C 47	8	7	1
Managing Information Systems to Develop a Small Business	HR18 48	16	8	2
Developing the Individual Within a Team <sup>2</sup>	HR13 47	8	7	1
Visitor Attraction Operations	HV7C 47	8	7	1
Visitor Attraction Management	HV6W 48	8	8	1
Tour Guiding and Resort Representation	HP54 47	8	7	1
Business Travel: An Introduction	HV7M 47	8	7	1
Business Travel Operations	HV7N 47	8	7	1
Working as Senior Air Cabin Crew	HV7P 47	8	7	1
Air Travel	HP5A 47	16	7	2
Air Travel Advanced	HP59 48	16	8	2
Retail Travel Practice	HP5C 47	16	7	2
Airline and Airport Operations	HV7R 47	8	7	1



## Options

**0–96 SCQF points (0–12 SQA Credits) required depending Units taken in limited option groupings**

Unit title	Code	SCQF credit points	SCQF level	SQA credit value
<b>Travel and Tourism</b>				
Role of History, Culture and Genealogy in Scottish Tourism	HT2C 47	8	7	1
Practical Travel and Tourism Visit	HV7A 47	8	7	1
Trends and Developments in European Travel and Tourism	HV6X 48	16	8	2
Scottish Tourism Product: Niche Markets	HV7D 47	8	7	1
<b>Rural Tourism</b>				
Countryside Recreation and Access	HV7J 47	7	8	1
Countryside Visitor Management	HV7F 47	7	8	1
Scottish Natural Heritage Tourism	HV7E 47	7	8	1
Foundations of Activity Tourism	HV7K 47	7	8	1
Tourism: Sustainability and Rural Communities	HV71 48	8	8	1
Heritage Studies: Scotland	HV70 48	8	8	1
History D:Specialist Study	HV73 48	8	8	1
<b>Conference and Events</b>				
Organising an Event	HV7H 47	16	7	2
Events Industry: An Introduction	HT3A 47	16	7	2
Managing an Event	HT3C 48	16	8	2
Conferences: An Introduction	HT3D 47	8	7	1
<b>Hospitality</b>				
Hospitality Financial and Control Systems	HP4J 47	8	7	1
Food Hygiene Intermediate	HP4M 47	8	7	1
Food and Beverage Service	HP4E 47	16	7	2
Accommodation Servicing	HP4D 47	8	7	1
Hospitality Front Office Procedures 1	HP4G 47	8	7	1
Hospitality Front Office Procedures 2	HP4H 47	8	7	1
Food Tourism and Culture	HV72 48	8	8	1
Accommodation: Quality Assurance and Systems	HV74 48	8	8	1
<b>Law</b>				
Business Law: An Introduction	HP6Y 47	8	7	1
Health and Safety Legislation: An Introduction	HR1P 47	8	7	1

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
<b>Marketing</b>				
International Marketing: An Introduction	HP76 47	8	7	1
International Marketing: The Mix	HP0P 48	8	8	1
Market Research Theory	HP0F 47	8	7	1
Marketing Research Applications	HP0C 48	8	8	1
<b>Communication and ICT</b>				
Presentation Skills	HP79 48	8	8	1
IT in Business — Desktop Publishing	HP0J 47	8	7	1
Introducing the Internet	HR5N 46	8	6	1
Internet: Theory and Practice	HV6P 48	8	8	1
Editing and Proof-reading	HV6V 48	8	8	1
E-Commerce: Publishing Websites	HR1V 47	16	7	2
<b>Business</b>				
Business Accounting <b>OR</b>	HP7K 47	16	7	2
Understanding and Managing Financial Resources: An Introduction	HV77 47	16	7	2
Economic Issues: An Introduction	HP6T 47	8	7	1
Economics 1: Micro and Macro Theory and Application	HP6P 48	8	8	1
Economics 2: The World Economy	HP72 48	8	8	1
Statistics for Business	HP6V 48	8	8	1
Continuous Workforce Development	HP77 47	16	7	2
Research Skills	HR0Y 47	8	7	1
Fundamentals of Quality Assurance	HV75 47	8	7	1
Fundamentals of Quality Systems	HV76 47	8	7	1
<b>Personal Development</b>				
Personal Development Planning	HP6M 47	8	7	1
Work Role Effectiveness	HR0M 47	24	7	3
Work Placement	HP4X 47	8	7	1
<b>Languages</b>				
<b>Limited option — up to 3 credits</b>				
Communication in French: Basic Operational Reading and Writing Skills	HR2J 46	8	6	1
Communication in French: Basic Operational Speaking and Listening Skills	HR2E 46	8	6	1
French for Work: Basic Operational	HR22 46	24	6	3

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
<b>Limited option — up to 3 credits</b>				
Communication in Gaelic: Basic Operational Reading and Writing Skills	HT39 46	8	6	1
Communication in Gaelic: Basic Operational Speaking and Listening Skills	HT37 46	8	6	1
Gaelic for Work: Basic Operational	HT3F 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in German: Basic Operational Reading and Writing Skills	HR2K 46	8	6	1
Communication in German: Basic Operational Speaking and Listening Skills	HR2F 46	8	6	1
German for Work: Basic Operational	HR21 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in Italian: Basic Operational Reading and Writing Skills	HR2L 46	8	6	1
Communication in Italian: Basic Operational Speaking and Listening Skills	HR2G 46	8	6	1
Italian for Work: Basic Operational	HR20 46	24	6	3
<b>Limited option — up to 3 credits</b>				
Communication in Spanish: Basic Operational Reading and Writing Skills	HR2M 46	8	6	1
Communication in Spanish: Basic Operational Speaking and Listening Skills	HR2H 46	8	6	1
Spanish for Work: Basic Operational	HR1Y 46	24	6	3

Unit title	Code	SCQF credit points	SCQF level	SQA Credit value
<b>Limited option — up to 3 credits</b>				
French for Work: Advanced Operational	HR27 47	24	7	3
French for Work: Intermediate Operational	HR23 46	24	6	3
Gaelic for Work: Advanced Operational	HT3H 47	24	7	3
Gaelic for Work: Intermediate Operational	HT3G 46	24	6	3
German for Work: Advanced Operational	HR28 47	24	7	3
German for Work: Intermediate Operational	HR24 46	24	6	3
Italian for Work: Advanced Operational	HR29 47	24	7	3
Italian for Work: Intermediate Operational	HR25 46	24	6	3
Spanish for Work: Advanced Operational	HR2A 47	24	7	3
Spanish for Work: Intermediate Operational	HR26 46	24	6	3
Workplace Communication in English	HR1C 46	8	6	1
ESOL for Work: Advanced Operational	HR1G 47	24	7	3

**Total credits required for SQA Advanced Diploma in Travel and Tourism = 240 SCQF points, 30 SQA Credits**

- 1 This Unit is also available at SCQF 6 and 7 (HP4Y 46 and HR0G 47). Only 1 credit from the DSPE Units may count towards the SQA Advanced Certificate in Travel and Tourism.
- 2 This Unit is available at SCQF level 8 (HP3C 48). Only 1 credit from the DWIT Units may count towards the SQA Advanced Certificate in Travel and Tourism.

## Coverage of thematic topics in framework

A number of key themes are covered in Units across the framework in the context of individual Units. These are highlighted below:

Unit title	SCQF level	Accounting/ Finance	Economics	Sustainability	Management	Law	QA schemes
Structure of Travel and Tourism Industry	7		X	X		X	X
Influences on the Travel and Tourism Industry	8		X	X		X	
Planning and Sustainable Development in Tourism	8	X	X	X		X	X
Tour Operations	8	X	X	X	X	X	
Preparation for Employment in Travel and Tourism	7				X		
Business Travel: An Introduction	7	X		X	X	X	
Business Travel Operations	7	X		X	X	X	
Working as Senior Air Cabin Crew	7			X		X	
Tour Guiding and Resort Representation	7			X		X	
Trends and Developments in European Travel and Tourism	8		X	X		X	
Creating a Culture of Customer Care	7					X	X
Retail Travel Practice	7	X				X	X
Accommodation: Quality Assurance and Systems	8						X
Visitor Attraction Operations	7	X			X	X	X
Visitor Attraction Management	8	X		X	X	X	X

### 5.3 Graded Units

The purpose of the Graded Units in the qualifications is to assess the candidate's ability to integrate and apply the Knowledge and/or Skills gained in the individual Units in order to demonstrate that they have achieved the principal aims of the qualifications. A Graded Unit is assessed and a grade of A, B or C awarded to candidates who successfully achieve the Unit.

For the SQA Advanced Certificate, 1 single credit Graded Unit at SCQF level 7 must be achieved. For the SQA Advanced Diploma 1 double credit Graded Unit at SCQF level 8 in addition to the SCQF level 7 Graded Unit is required.

A project-based Graded Unit will assess the application of knowledge and skills in the planning and evaluation of a given task, while an examination assesses theoretical knowledge and understanding under invigilated conditions.

A project rather than an examination was chosen for the Graded Units for the SQA Advanced Certificate and the SQA Advanced Diploma. It was felt that the project would be a better preparation for the candidates for employment and that the project format would be appropriate to assess the candidate's understanding of the award's principal aims.

For the single credit SQA Advanced Certificate Graded Unit, a case study was chosen as the format for the project based Graded Unit. It was felt that the skills developed in the case study, gathering and interpreting information, analysing, decision making and planning for action would effectively test the material covered in the SQA Advanced Certificate principal aims. These skills will also be an appropriate preparation for types of employment likely to be entered by SQA Advanced Certificate candidates.

At SQA Advanced Diploma level, a 2 credit Graded Unit was chosen. This is to take the form of an investigation. Here, skills in research, analysis, evaluation and reporting are developed. This type of assessment was seen as an appropriate way of assessing the principal aims. It will also provide a good preparation for the demands of employment entered by SQA Advanced Diploma candidates, and for the extended research and evaluative writing demanded at the next level of study. A 2 credit investigation was chosen, rather than two single Graded Units, as it was felt that this would give the candidates the challenge of researching, writing and evaluating an extended piece of work. It would also eliminate any duplication of generic processes in planning and evaluation arising from completion of two separate single credit Units.

Guidance on implementing Graded Units can be found in the publication *Guidance for the Implementation of Graded Units in Higher National Certificates and Diplomas*. Published April 2008, publication code CA4405. The document may be downloaded from SQA's website.

## 5.4 Core Skills development

The recommended Core Skills entry and exit profiles are detailed below:

### SQA Advanced Certificate in Travel and Tourism

Core Skill	Entry SCQF level	Exit SCQF level
Communication	5	5
Working with Others	5	5
Problem Solving	4	5
ICT	4	5
Numeracy	4	5

### SQA Advanced Diploma in Travel and Tourism

Core Skill	Entry SCQF level	Exit SCQF level
Communication	5	5
Working with Others	5	5
Problem Solving	5	5
ICT	4	5
Numeracy	4	5

These profiles were derived from feedback from centre and industry questionnaires and reference to relevant Modern Apprenticeship frameworks.

**Appendix 2** provides further detail on the embedding, signposting or opportunity to develop Core Skills through Units on the frameworks.

## 6 Approaches to delivery and assessment

### 6.1 Context and content

The SQA Advanced Certificate/SQA Advanced Diploma in Travel and Tourism are designed for candidates who want to enter into positions in a wide range of travel and tourism organisations at an operational, supervisory or managerial level. All the qualifications have a heavy focus on customer service and personal and interpersonal skills. Centres are encouraged to ensure a breadth and balance in the delivery of the awards with regard to the different sectors of the industry, For example sufficient coverage of business travel by the use of appropriate examples and reinforced through other Units/topics such as destination knowledge. Practical skills are developed in realistic business scenarios relevant to the sector. The qualifications will also prepare candidates for progression to a range of further programmes of study either in higher education or occupational qualifications in the workplace.

## 6.2 Delivery and assessment

Suggested delivery schedules have been included in **Appendix 3** but the choice of delivery pattern is at the discretion of the centre. It is anticipated that centres will ensure that as much of the relevant mandatory content as possible is covered prior to commencing delivery of the Graded Unit.

Centres should ensure that when planning a course delivery programme, it reflects the needs and requirements of the candidates. The qualifications can be delivered in a number of ways:

- ◆ Full time
- ◆ Full-time fast track
- ◆ Day release
- ◆ Part-time evening
- ◆ Open Learning

A combination of these modes can also be used. For example, candidates may wish to study on a half-day/one evening basis or combine evening, or day release study with some open learning provision.

For both the SQA Advanced Certificate and the SQA Advanced Diploma a similar approach can be used. However given that the SQA Advanced Diploma contains several Units at SCQF level 8, greater emphasis is placed on candidates working unsupervised in order to develop their analytical and research skills; therefore delivery and teaching should reflect this.

A wide range and combination of teaching, learning and assessment methods may be used by centres. The following suggested delivery methods could be adopted by centres:

- ◆ Lectures
- ◆ Tutorials
- ◆ Study packs
- ◆ Problem based scenarios
- ◆ Case studies
- ◆ Group work
- ◆ Online materials
- ◆ IT based teaching materials
- ◆ Projects
- ◆ Virtual Learning Environments

The design principles for SQA Advanced qualifications have encouraged a more holistic approach to assessment. The SQA Advanced Unit specification places emphasis on assessing the whole Outcome or combination of Outcomes rather than individual Evidence Requirements. Some of the Units now assess across the whole Unit. The Unit specification allows the use of sampling of Knowledge and/or Skills. This approach has been put to good use in Units such as *Providing Information of the Scottish Tourism Product* and the *Role of History, Culture and Genealogy in Scottish Tourism* where large amounts of information are covered. This has reduced the assessment loading for both candidates and centres.



Integration of delivery and assessment across Units is encouraged, for example *Influences in Travel and Tourism* and *Planning and Sustainable Development in Tourism*. The Unit *Scottish Tourism Product: Niche Markets* could be integrated with the *Marketing Planning in Travel and Tourism*.

A wide range of assessment methodologies are employed across the Units in the SQA Advanced Certificate/SQA Advanced Diploma frameworks.

**Appendix 4** provides a summary of the individual Unit assessments for the mandatory and the main options on the framework.

### 6.3 Re-assessment

The way that centres re-assess candidates is integral to the way that they manage assessment as a whole and as such, will be subject to internal verification. In order to ensure that the assessment process is as holistic as possible and that assessors are able to effectively judge candidates' performance in the Outcome or Unit as a whole, it may not always be possible to re-assess only those parts of the performance in which candidates have not satisfactorily demonstrated competence. Scenarios where candidates may require to re-do the whole assessment include:

- ◆ assessment which test knowledge and other cognitive skills and where it may not be possible to extract some of the items for re-assessment
- ◆ where parts of several Outcomes are involved
- ◆ where a project has been designed as an integrated assessment and where there is a requirement to complete the project as a single complex task

Candidates may require to do only part of an assessment where their evidence has been generated over a period of time and/or a discrete part of the Unit, such as an Outcome, has been assessed originally.

#### 6.3.1 Eligibility for re-assessment

Candidates who have not satisfactorily demonstrated their attainment of Knowledge and/or Skills and/or competence in the whole or only part of an assessment may be considered for re-assessment.

#### 6.3.2 Developing alternative assessments

The design of the original assessments informs the re-assessment process to a large extent, as this determines the type of assessment instruments used and the purpose of the assessment. Normally, centres build up banks of assessments which can be used in whole or part for re-assessment purposes.

Assessment writers should refer to the Unit specification and, where available, the assessment exemplar when developing an alternative assessment and ensure that it is of equal demand to the original assessment and that it covers all necessary criteria — for example Core Skill achievement. Where candidates have not provided satisfactory evidence for Knowledge and/or Skill items which have been sampled, they would normally be re-assessed on a different sample.

### **6.3.3 Re-assessment of Graded Units**

Re-assessment of a project-based Graded Unit would normally be based on an alternative assessment task. For the latter, centres would be encouraged to set the parameters at the start of the project giving details of the draft submission date and final submission date. The overall grade is derived from the total number of marks across all the sections. The Conditions of Assessment section on the Graded Unit specification and the assessment exemplar gives additional guidance.

### **6.4 Assessment/verification**

All instruments of assessment used within these qualifications should be internally verified including exemplar material provided, using the appropriate policy within the centre and the guidelines set by SQA. This will ensure the validity and reliability of the instruments of assessment used within the centre.

External verification will be carried out by SQA to ensure that internal assessment is within the national guidelines for these qualifications.

For further information on internal and external verification refer to the *Guide to Assessment (AA4147)*

### **6.5 Prior verification of Unit assessments**

SQA will produce assessment exemplars for high uptake Units including Graded Units and these can normally be used as Instruments of Assessment provided that centres ensure the integrity of the assessment in the first and subsequent years of use and between centres. These can be downloaded from our secure website and we anticipate that centres will, from now on, make full use of them. However, if centres wish to amend these exemplars or create their own assessment instruments you may wish to have these instruments prior verified before use. While it is not mandatory that prior verification takes place, we strongly recommend that centres do take advantage of this service with any new Instruments of Assessment particularly Graded Units that are devised.

Some individual retail travel Units cannot be used as live assessments. Details will be contained within the individual exemplar packs concerned. Their purpose is to exemplify the standard of assessment and centres are expected to devise assessments of a similar standard based on actual trade reference materials used within individual centres. This is to ensure assessments are a realistic reflection of current industry practice.

## 6.6 Open learning

Open learning is currently operated as a delivery mode on the existing awards. The SQA Advanced Certificate and SQA Advanced Diploma include a sufficient number of Units which are suitable although some attendance at a centre would be desirable unless the candidate is able to provide video evidence of oral and group activity or access to interactive media. Some of the practical nature of the work on the travel side which involves access to a great deal of trade reference material/systems could be difficult to undertake on an open learning basis. Flexible part time study with open delivery however, is a practical option where a candidate is in employment.

## 6.7 Equality and inclusion

The Unit specifications making up this Group Award have been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners will be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website  
[www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements).

## 7 General information for candidates

### **SQA Advanced Certificate/SQA Advanced Diploma in Travel and Tourism**

The awards are designed to prepare you for a range of positions in a broad spectrum of organisations in the travel and tourism industry, for example in tour operations, visitor servicing, tourism development, marketing, customer service, guiding, conferencing, tourist and information services, retail and business travel agents, airlines, airports, cruise operators. They may also provide preparation for employment in the general field of business in areas such as administration, marketing and customer services.

Travel and Tourism is an important and growing industry and career opportunities are wide and varied. The SQA Advanced Certificate and SQA Advanced Diploma have a heavy emphasis on customer service and a focus on the development of personal and interpersonal skills. The assessments in the awards are varied with project work, investigative activity and practical activity involved. The course will allow you to:

- ◆ develop essential skills and knowledge in marketing and customer service applied to the travel and tourism sector
- ◆ develop sound product knowledge of the either the home market or international destinations
- ◆ depending on options taken, develop practical technical skills such as itinerary preparation, fare calculations and completion of documentation
- ◆ develop generic skills in ICT and communication
- ◆ develop an understanding of the industry, how it is structured and operates
- ◆ develop employability skills relevant to the sector

and if you do the SQA Advanced Diploma:

- ◆ develop a more in-depth treatment of marketing
- ◆ develop managerial competences in the meaningful travel and tourism contexts
- ◆ look at the key issue of sustainability

If you intend going onto degree level, it is recommended that you take options in economics, finance and law. Employers particularly value the relevance of work experience and this is an option available on the framework.

## 8 Glossary of terms

**SCQF:** This stands for the Scottish Credit and Qualification Framework, which is a way of speaking about qualifications and how they inter-relate. We use SCQF terminology throughout this guide to refer to credits and levels. For further information on the SCQF visit the SCQF website at [www.scqf.org.uk](http://www.scqf.org.uk).

**SCQF credit points:** One SQA Credit is equivalent to 8 SCQF credit points. This applies to all SQA Advanced Units, irrespective of their level.

**SCQF levels:** The SCQF covers 12 levels of learning. SQA Advanced Units will normally be at levels 6–9. Graded Units will be at level 7 and 8.

**Subject Unit:** Subject Units contain vocational/subject content and are designed to test a specific set of knowledge and skills.

**Graded Unit:** Graded Units assess candidates' ability to integrate what they have learned while working towards the Units of the Group Award. Their purpose is to add value to the Group Award, making it more than the sum of its parts, and to encourage candidates to retain and adapt their skills and knowledge.

**Dedicated Unit to cover Core Skills:** This is a non-subject Unit that is written to cover one or more particular Core Skills.

**Embedded Core Skills:** This is where the development of a Core Skill is incorporated into the Unit and where the Unit assessment also covers the requirements of Core Skill assessment at a particular level.

**Signposted Core Skills:** This refers to the opportunities to develop a particular Core Skill at a specified level that lie outside automatic certification.

**Qualifications Design Team:** The QDT works in conjunction with a Qualifications Manager/Development Manager to steer the development of the SQA Advanced Certificate/SQA Advanced Diploma from its inception/revision through to validation. The group is made up of key stakeholders representing the interests of centres, employers, universities and other relevant organisations.

## **9 Appendices**

Appendix 1: Progression Chart

Appendix 2: Core Skills Development and Signposting

Appendix 3: Delivery Schedule

Appendix 4: Summary of Unit Assessment

## Appendix 1: Progression Chart

### SQA qualifications in Travel and Tourism and possible progression pathways from August 2012

	<i>Pre-employment</i>	<i>Pre-employment and development</i>	<i>Workforce Development</i>		
SCQF	SQA National Courses	Further/Higher Education	Occupational/CPD	Safe and Legal	SCQF
8		<b>SQA Advanced Diploma</b> ◆ Travel and Tourism	<b>SVQ Level 4</b> ◆ Management ◆ Customer Service		8
7		<b>SQA Advanced Certificate</b> ◆ Travel and Tourism	<b>SVQ Level 3</b> ◆ Management ◆ Customer Service	<b>Food Hygiene</b> ◆ Food Hygiene Intermediate	7
6	<b>Higher</b> ◆ Travel and Tourism ◆ Retail Travel <b>National Certificate</b> ◆ Travel and Tourism ◆ Activity Tourism			<b>Licensing Qualifications</b> ◆ Scottish Certificate for Personal Licence Holders <b>Higher</b> ◆ Food Hygiene	6
5	<b>National 5</b> ◆ Travel and Tourism ◆ Selling Overseas Tourist Destinations <b>National Certificate</b> ◆ Travel and Tourism ◆ Events Co-ordination		<b>SVQ Level 2</b> ◆ Team Leading ◆ Customer Service	<b>Licensing Qualifications</b> ◆ Scottish Certificate for the Responsible Service of Alcohol ◆ Scottish Certificate for the Responsible Sale of Alcohol <b>National 5</b> ◆ Food Hygiene	5
4	<b>National 4</b> ◆ Travel and Tourism <b>National Progression Award</b> ◆ Activity Tourism		<b>SVQ Level 1</b> ◆ Customer Service	<b>National 4</b> ◆ Food Hygiene	4
3				<b>National 3</b> ◆ Food Hygiene	3

## Appendix 2: Core Skills Development and Signposting

The following Units are automatically certificated for Core Skills:

Unit title	Unit code	Core Skill Certificated
Information Technology: Applications Software 1	HP6L 47	Using Information Technology at SCQF level 6
Using Software Applications Packages	HR0A 47	Using Information Technology at SCQF level 6
Developing the Individual Within a Team	HR13 47	Working with Others at SCQF level 6
Communication: Analysing and Presenting Complex Communication	HP75 47	Communication at SCQF level 6
Communication: Practical Skills	HP4A 47	Communication at SCQF level 6
Complex Oral Presentation	HV78 47	Working with Others at SCQF level 6 and Oral Communication at SCQF level 6
Developing Skills for Personal Effectiveness	HP4Y 46 HR0G 47 HR0K 48	Problem Solving at SCQF level 5 Problem Solving at SCQF level 6 Problem Solving at SCQF level 6

The table below details where there are opportunities for developing Core Skills within Travel and Tourism Units and some optional Units in the frameworks.

## Opportunities for the Development of Core Skills in the SQA Advanced Qualifications in Travel and Tourism

Unit No	Unit name	Comm Reading	Comm Writing	Comm Oral	Using Graphical Info	Using Number	ICT — Assessing Info	ICT — Providing/Creating Info	Problem Solving — CT	Problem Solving — P&O	Problem Solving — R&E	WWO
HP4A 47	Communication: Practical Skills	E6	E6	E6								
HP75 47	Communication: Analysing and Presenting Complex Communication	E6	E6	E6					✓	✓	✓	✓
HV78 47	Complex Oral Presentation			E6								E6
HV7L 47	Preparation for Employment in Travel and Tourism		✓	✓			✓	✓	✓	✓	✓	
HR0G 47/ HR0K 45	Developing Skills for Personal Effectiveness			✓					E5 in HR0G 47 E6 in HR0G 47 and HR0K 45			✓
HR13 47/ HP3C 48	Developing the Individual Within a Team			✓								E6
HP73 47	Creating a Culture of Customer Care		S6	S6					✓	✓	✓	
HP6L 47	Info Tech: Applications Software 1				✓		E6	E6				
HR0A 47	Using Software Applications Packages						E5	E5				
HP7K 47	Business Accounting	S5	S5	S5		E6						
HP6T 47	Economic Issues: An Introduction	S6	S6	S6					S5	S5	S5	
HP6V 48	Statistics for Business				E6	E6	S5	S5				
HR0Y 47	Research Skills	✓	✓		✓	✓	✓	✓				
HV6V 48	Editing and Proof-reading	✓	✓									
HV7G 47/ HV9L 48	Graded Units		✓						✓	✓	✓	
HP50 48	Tour Operations					✓			✓	✓	✓	
HP5C 47	Retail Travel Practice		S5			S4	S4	S4				
HP56 48	Marketing Planning in Travel and Tourism				✓	✓			✓	✓	✓	



Unit No	Unit name	Comm Reading	Comm Writing	Comm Oral	Using Graphical Info	Using Number	ICT — Assessing Info	ICT — Proving/creating Info	Problem Solving — CT	Problem Solving — P&O	Problem Solving — R&E	WVO
HP58 47	Applying Marketing Principles in Travel and Tourism				✓							
HP5A 47	Air Travel					S4	S5	S5	S5	S5		
HP59 48	Air Travel Advanced					S4	S5	S5	S5	S5		
HP55 48	Planning and Sustainable Development in Tourism	✓	✓				✓	✓	✓	✓	✓	
HV7M 47	Business Travel: An Introduction	S5	S5				S4	S4	S6			
HV7N 47	Business Travel Operations	S6	S5				S5	S4	S6	S6	S6	
HV7P 47	Working as Senior Air Cabin Crew	S6	S5						S6			
HT5H 47	Management: Developing Self Management Skills	S6		S6					S6	S6	S6	
HR16 47	Management: Managing and Working with People	S6	S6	S6					S6		S6	
HT5C 48	Managing People	S6	S6	S6								
HV2C 47	Management: Leadership at Work	S6	S6	S6					S6			
HR81 47	Digital Culture: Online Communication											
HR7V 47	Building an e-business	S6	S6	S6								
HV7C 47	Visitor Attraction Operations							✓	✓	✓		
HV6W 48	Visitor Attraction Management					✓		✓	✓	✓		
HP54 47	Tour Guiding and Resort Representation										✓	
HV7A 47	Practical Travel and Tourism Visit							✓	✓	✓	✓	
HP79 48	Presentation Skills	S6	S6	S6			S5	E6	E6	E6		
HP6Y 47	Business Law: An Introduction	S6	S6	S6			S5	S6	S6	S6		
HP6P 48	Economics 1: Micro and Macro Theory and Application	S6	S6	S6			S5	S6	S6	S6		
HP72 48	Economics 2: The World Economy	S6	S6	S6			S5	S6	S6	S6		
HT3C 48	Managing an Event							E6	E6	E6		

E = embedded Core Skill + SCQF level

S = signposted Core Skill + SCQF level

✓ = opportunities to develop Core Skill

## Appendix 3: Delivery Schedule

Example of a 2-block model for SQA Advanced Certificate/SQA Advanced Diploma in Travel and Tourism with inbound tourism slant

SQA Advanced Certificate Year 1		SQA Advanced Diploma Year 2	
Block 1	Block 2	Block 1	Block 2
<i>Structure of the Travel and Tourism industry</i>	<i>Complex Oral Presentations</i>	<i>Influences on the Travel and Tourism Industry</i>	
<i>Applying Marketing Principles in Travel and Tourism</i>	<i>International Tourist Destinations*</i>	<i>Marketing Planning in Travel and Tourism</i>	
<i>Creating a Culture of Customer Care</i>	<i>Tour Guiding and Resort Representation*</i>	<i>Visitor Attraction Operations</i>	<i>Accommodation: Quality Assurance and Systems</i>
<i>Using Software Application Packages</i>		<i>Planning and Sustainable Development in Tourism</i>	
<i>Research Skills*</i>			
<i>Providing Information on the Scottish Tourism Product</i>		<i>Tour Operations</i>	
<i>Preparation for Employment in Travel and Tourism</i>		<i>Managing an Event</i>	
<i>Languages</i>		<i>Languages</i>	
<i>Travel and Tourism Graded Unit 1</i>		<i>Travel and Tourism Graded Unit 2</i>	

**NB: Year 1 based on 15-credit programme. Candidates not intending to progress from the SQA Advanced Certificate would not do Units marked \*.**

**Example of a delivery schedule for a 3-block programme for SQA Advanced Certificate/SQA Advanced Diploma in Travel and Tourism (with outbound travel slant)**

SQA Advanced Certificate (SQA Advanced Diploma Year 1)			SQA Advanced Diploma Year 2		
Block 1	Block 2	Block 3	Block 1	Block 2	Block 3
<i>Communication Unit</i>	<i>Structure of the Travel and Tourism Industry</i>	<i>Creating a Culture of Customer Care</i>	<i>Influences on the Travel and Tourism Industry</i>	<i>Planning and Sustainable Development in Tourism</i>	
<i>IT Unit</i>	<i>International Tourist Destinations</i>	<i>Applying Principles of Marketing in Travel and Tourism</i>	<i>Marketing Planning in Travel and Tourism</i>	<i>Tour Operations</i>	
<i>Retail Travel Practice</i>		<i>Business Travel: An Introduction*</i>	<i>Business Travel Practices</i>		<i>Airline and Airport Operations</i>
<i>Air Travel</i>		<i>Management: Developing Self Management Skills*</i>	<i>Management: Managing and Working with People</i>		
	<i>Preparation for Employment in Travel and Tourism</i>		<i>Air Travel Advanced</i>		
	<i>Travel and Tourism Graded Unit 1</i>			<i>Travel and Tourism Graded Unit 2</i>	
	<i>Language*</i>		<i>Language</i>	<i>Practical Travel and Tourism Visit</i>	

**NB: Year 1 based on 15-credit programme. Candidates not intending to progress from the SQA Advanced Certificate would not do Units marked\*.**

## Appendix 4: Summary of Unit Assessment

Code	Unit title	Credit value	Outcomes	Assessment descriptions
HV79 47	Structure of the Travel and Tourism Industry	1	4	Investigation of the operation of the tourism industry in a chosen area probably local. The project could have four sections: an introduction to the structure of the industry and on each of the main industry sectors.
HP58 47	Applying Marketing Principles in Travel and Tourism	1	3	A holistic approach is recommended. Projects and the use of case studies of travel and tourism businesses and events are suggested in order to facilitate the application of the principles and techniques of marketing.
HV7L 47	Preparation for Employment in Travel and Tourism	1	3	Personal employment portfolio
HP73 47	Creating a Culture of Customer Care	1	2	If possible, the method of assessment should combine both Outcomes. The second Outcome requires candidates to evaluate a customer care strategy in an organisation. This can refer to an organisation as a whole or to any part of it. For example, candidates in employment could use their own area of work if they wish and if it would allow them to generate suitable and sufficient evidence. Alternatively they could work with case study material which could refer to one or more organisations. It is important to stress that the organisations may be real or hypothetical. It is also possible to assess Outcomes 1 and 2 separately. This might be a suitable approach where candidates are new to customer service and need to spend some time assimilating the principles underpinning excellent customer care and the factors which contribute to a customer care culture.

Code	Unit title	Credit value	Outcomes	Assessment descriptions
HT2E 47	Providing Information on the Scottish Tourism Product	2	6	<p>Assessment in a face-to-face situation such as information giving role plays is desirable given the vocational nature of this Unit. It is acknowledged that this can be difficult to manage with a large class and so the proposed assessments are designed as written tests, contextualised to authentic situations where possible.</p> <p>Outcome 1: 10 structured questions, Outcome 2: 12 structured questions</p> <p>Outcome 3: 8 structured questions, Outcomes 4–6: two touring plans</p>
HP57 46	International Tourist Destinations	1	3	<p>Structured questions: mapping exercises and structured questions. Practical assignment: the test gauges the candidate's ability to make recommendations about destinations and to prepare detailed information to meet specific customer requirements.</p>
HP4Y 46	Developing Skills for Personal Effectiveness	1	3	<p>Candidate action plan and supporting documentation. A case study will be used to assess Outcome 2. The activities associated with the Unit should provide candidates with ample opportunities to generate and gather evidence of achievement. The nature and operation of the Unit requires that it should be assessed holistically.</p>
HP4A 47	Communication: Practical Skills	1	3	Three separate assignments
HP75 47	OR Communication: Analysing and Presenting Complex Communication	1	3	Three separate assignments
HV78 47	OR Complex Oral Presentation	1	3	Three separate assignments
HP6L 47	Information Technology: Applications Software 1	1	2	Project or case study, an observation checklist is required for Outcome 1.
HR0A 47	OR Using Software Applications Packages	1	3	<p>Practical exercise, observation checklist</p> <p>Project or case study for Outcomes 2 and 3</p>

Code	Unit title	Credit value	Outcomes	Assessment descriptions
HP3C 48	Developing the Individual within a Team	1	2	Planning, developing and evaluating a team project — covers all Outcomes.
HV6Y 48	Influences on the Travel and Tourism Industry	1	3	Outcomes 1 and 2 both examine support organisations, so a combined assessment instrument is appropriate. However, Outcome 3 lends itself to being assessed individually. Throughout the Unit candidates should be encouraged to refer to UK, Scottish and where possible local examples of travel and tourism organisations and enterprises.
HP56 48	Marketing Planning in Travel and Tourism	1	3	Case study on a travel or tourism business for which a marketing plan is to be prepared. Candidates should be facilitated in their efforts to produce a working document in which the theory and practice of marketing is applied in a travel and tourism context.
HP55 48	Planning and Sustainable Development in Tourism	2	5	Assessment could be a mixture of case study/field study involving appropriate topics and extended response to cover theoretical underpinning knowledge. Alternatively it could be possible to adopt a holistic approach with all aspects covered though a case study approach.
HP50 48	Tour Operations	1	5	Integrated assessment: proposal for a tour, which should be built up in logical stages as candidates progress through the Unit.  Evidence will be required to show that candidates can apply techniques to different types of tour programmes.
HV7C 47	Visitor Attraction Operations	1	3	Holistic project based on a known visitor attraction covering all Outcomes of the Unit.
HV6W 48	Visitor Attraction Management	1	3	Holistic project covering all Outcomes.
HP5A 47	Air Travel:	2	5	The evidence could be assessed holistically by a series of practical exercises that accurately reflect the conditions of the workplace and integrate knowledge and skills from across the Outcomes. Practical exercises relating to each Outcome.

Code	Unit title	Credit value	Outcomes	Assessment descriptions
HP59 48	Air Travel: Advanced	2	3	Four practical exercises are recommended.
HP5C 47	Retail Travel Practice	2	5	The evidence could be assessed by a series of practical exercises that accurately reflect the conditions of the workplace and integrate knowledge and skills.
HV7M 47	Business Travel: An Introduction	1	3	For Outcome 1 and 3 an assignment based on actual or fictional corporate client. Outcome 2 could be assessed by short response questions.
HV7N 47	Business Travel Practices	1	3	Case studies and short response questions.
HV7P 47	Working as Senior Air Cabin Crew	1	3	Preparation of a pre-flight briefing, case study material and supplementary questioning.
HP54 47	Tour Guiding and Resort Representation	1	4	This Unit could be assessed using a variety of methods. A holistic approach is recommended as far as possible with Outcomes being integrated with one another. Evidence could be gathered by means of a project in the form of a tour operator's staff procedure manual. Additionally some skills and knowledge could be assessed by presentations. Outcome 4 could be assessed by candidates conducting a live tour (if possible) around a visitor attraction, or part of a visitor attraction, or perhaps walking around an area of their village, town or city. A tutor observation checklist could be used to record their research, presentation and group management skills, and a copy of the tour script could be inserted in their training manual. Furthermore a health and safety checklist could be compiled by the candidate.
HV7D 47	Scottish Tourism Product: Niche Markets	1	3	While assessment will comprise materials produced by the candidate or responses to questions based on the course material, it is envisaged that observation and one-to-one interviews would add value if this subject is assessed at venues seeking VisitScotland accreditation in quality assurance.

<b>Code</b>	<b>Unit title</b>	<b>Credit value</b>	<b>Outcomes</b>	<b>Assessment descriptions</b>
HT2C 47	Role of History, Culture and Genealogy in Scottish Tourism	1	3	The breadth of topics is widespread and it is recommended that candidates are assessed by end of Outcome testing. Outcome 1 is assessed by an open-book assignment, completed in a controlled environment. Outcome 2 is assessed by short-answer questions. Outcome 3 is assessed by a written project or an oral presentation.
HV7A 47	Practical Travel and Tourism Visit	1	4	Outcomes 1 and 2 of this Unit could be assessed holistically by a portfolio of evidence generated by the candidate. This would involve the compilation of planning sheets, logbook, information sheets and checklists. Outcome 3 could be assessed by the preparation of a short group presentation, during which each member of the team evaluates at least one facility visited. A 750-word report to evaluate the visit/programme of visits in terms of the objectives set in the planning stage could assess Outcome 4.