

National Unit Specification: general information

UNIT Tourist Destinations (Intermediate 2)

CODE DM4N 11

COURSE Travel and Tourism (Intermediate 2)

SUMMARY

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

This Unit is designed to enable candidates to develop knowledge of the location of a selection of the most popular tourist destinations in the world, and to provide information on their appeal to tourists. The selection of tourist destinations will include reference to those used by both inbound and outbound markets of the UK.

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

The specific aims of the Unit are to develop:

- ◆ a working knowledge of a selection of popular tourist destinations
- ◆ an awareness of a destination's suitability for particular tourists

OUTCOMES

1. Identify a specified selection of popular tourist destinations and physical features.
2. Explain the appeal of a specified selection of popular tourist destinations.

Administrative Information

Superclass NK

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National Unit Specification: general information (cont)

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RECOMMENDED ENTRY

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

- ◆ Standard Grade English or a Social Subject at General level or above
- ◆ Intermediate 1 Travel and Tourism
- ◆ The Unit *Holiday Destinations* (Intermediate 1)

CREDIT VALUE

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

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

There is no automatic certification of core skills or core skills components in this Unit.

National Unit Specification: statement of standards

UNIT Tourist Destinations (Intermediate 2)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

OUTCOME 1

Identify a specified selection of popular tourist destinations and physical features.

Performance Criteria

- a) Identify accurately countries and physical features on maps.
- b) Identify accurately touring areas, resorts and cities on maps.

OUTCOME 2

Explain the appeal of a specified selection of popular tourist destinations.

Performance Criteria

- a) Classify tourist destinations in accordance with accepted industry practice.
- b) Describe accurately the accessibility, attractions and amenities of popular tourist destinations.
- c) Identify a popular tourist destination to meet a personal holiday specification.
- d) Explain how this tourist destination is suitable for the personal holiday specification.

EVIDENCE REQUIREMENTS FOR THE UNIT

The content of this Unit is given in Appendix 1.

Evidence is required which demonstrates that candidates have achieved the Outcomes and Performance Criteria.

Evidence is required in which the candidate demonstrates competence in identifying specified tourist destinations on maps, describing their appeal and presenting information on their accessibility, amenities and attractions.

The Unit will be assessed by one instrument of assessment. The assessment will be made up of short answer and restricted response questions. It will be a closed book assessment of 50 minutes duration.

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

Achievement may be determined by the use of a cut off score for **each** Outcome.

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

National Unit Specification: support notes

UNIT Tourist Destinations (Intermediate 2)

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

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The Unit is designed to develop the candidate's working knowledge of a selection of the most popular tourist destinations in the United Kingdom, Europe, the United States and the Caribbean area. The Unit will also develop the ability to identify suitable destinations based on differing client requirements. Appendix 1 gives the content of this Unit.

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

This Unit builds on the knowledge and skills which can be acquired by candidates who study *Holiday Destinations* at Intermediate 1 level, but does not have the breadth of coverage of destinations which is found in the *Tourist Destinations* Unit at Higher.

GUIDANCE ON LEARNING AND TEACHING APPROACHES

Both Outcomes could be taught simultaneously, as the mapping skills required in Outcome 1 need regular practice before the assessment is attempted.

A candidate centred, resource-based learning approach is recommended, supported by teacher/lecturer explanation of key points, concepts and suggested strategies. Maximum use should be made of authentic materials and access to the industry through specialists, placements and site visits as appropriate and feasible within the limits of time and other resources.

To bring the world into the classroom, extensive use of visual materials is recommended. DVD/video, transparencies and/or slides produced using software packages, maps, atlases and brochures are essential given the range of information and destinations to be covered. Many candidate-centred activities can be designed around the task of identifying destinations and their physical features. Through a task orientated approach, skills in selecting and using correct information will be developed, in addition to knowledge of destinations themselves. Individual candidate activities could focus on selected case studies using brochures, travel guides, published maps and the internet. Board games, quizzes and role play may also be used effectively.

There is a lot of information to absorb and candidates will be best prepared for assessment by sustained and consistent use of maps and brochures and similar resources. In this way they have maximum time to become thoroughly familiar with the wide range of tourist destinations and physical features which they need to be able to identify.

National Unit Specification: support notes (cont)

UNIT Tourist Destinations (Intermediate 2)

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Opportunities for extension (if Unit is being delivered as part of the Course), remediation and consolidation, should be built into this Unit, how this is organised will depend on the teaching approach.

Assessment should be carried out at an appropriate time, normally at the end of the Unit. However, where the Outcomes are taught separately, it is possible to assess these independently. As reassessment should only follow after further work or remediation, centres might consider it appropriate to delay this until further teaching in other Units has been undertaken.

CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*.

National Unit Specification: statement of standards

UNIT: Tourist Destinations (Intermediate 2)

Appendix 1 – Unit Content

This Unit develops candidates' working knowledge of a selection of the most popular tourist destinations visited by citizens of the United Kingdom, as well as popular domestic and inbound tourist destinations within the United Kingdom. These destinations have been determined using available statistics about the particulars of tourist destinations and will be reviewed as necessary.

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

- ◆ identifying the main destinations and physical features listed below using atlases, maps, travel and tourism publications and technology sources (see list below)

Within the United Kingdom:

London, Blackpool, Bournemouth, Brighton, Scarborough, York, Manchester, Torbay, Newquay, Edinburgh, Glasgow, Dundee, Aberdeen, Perth, Ayr, North Berwick, St Andrews, Inverness, Fort William, Oban, Aviemore.
River Severn, River Tay, River Spey, Loch Ness.
Dartmoor, Peak District, Snowdonia, Cairngorm Mountains, Ben Nevis, Glencoe.
Land's End, John O'Groats.
Scottish Highlands, South West England, Lake District, Trossachs and Loch Lomond, Clyde Coast, Devon, Cornwall.
Forth Bridge.

Within Europe:

Spain, France, Greece, Italy, Portugal, Croatia, Switzerland, Germany, Norway, Turkey, Cyprus, Sicily, Corfu, Crete, Rhodes, Majorca, Ibiza, Tenerife.
Pyrenees, Rhine Valley, Sierra Nevada.
Lisbon, Prague, Dublin, Geneva, Bruges, Berlin, Seville, Nice, Amsterdam, Madrid, Paris, Barcelona, Athens, Rome, Venice, Florence, Naples.
Costa Blanca, Costa Brava, Costa del Sol, Brittany, Loire Valley, French Alps, Cote d'Azur, Italian Lakes.

Within USA and the Caribbean:

Las Vegas, Los Angeles, San Francisco, Chicago, Denver, New Orleans, New York, Washington, Miami.
Colorado, New England, Florida, California.
River Mississippi, Rocky Mountains, Niagara Falls.
Trinidad, Cuba, Dominican Republic, Barbados, Jamaica.

- ◆ using similar information and reference sources to classify destinations by type:
 - UK – scenic, coastal, historical, cultural, island, activity, special interest.
 - Europe - summer sun, winter sun, citybreak, lakes and mountains, wintersports
 - United States and Caribbean – long-haul citybreak, summer/winter sun

National Unit Specification: statement of standards (cont)

UNIT: Tourist Destinations (Intermediate 2)

Appendix 1 (continued)

- ◆ identifying a selection of key features of different types of tourist destinations and attractions within the areas listed below and qualities of destinations, including:
 - accessibility - major routes by land, air or sea, journey times, transfer times from gateways, tour operators' packages featuring the destinations
 - attractions – climatic, scenic, beaches, flora and fauna, events, visitor attractions, excursions, local food and drink.
 - amenities – shopping, entertainment, sports facilities, accommodation.
- ◆ compiling and providing tourist information on the defined area to satisfy client requirements, identifying suitable destinations based on client type and specified requirements

Candidates must study:

London

- Access by air/road/rail. Arrival stations and airports. Travel into the city centre from airports.
- Top ten attractions : British Museum, National Portrait Gallery, London Eye, Tate Modern and Tate Britain, National History Museum, Science Museum, Buckingham Palace, Westminster Abbey and Parliament Square, Tower of London, St Paul's Cathedral/River Thames.
- Selection of the most popular theatres and current shows, popular events : Wimbledon, Derby, Chelsea Flower Show, Trooping the Colour, The Lord Mayor's Show
- Shopping - famous streets/stores.

Blackpool

- Access by road, rail.
- Blackpool Tower and Winter Gardens, Golden Mile, Pleasure Beach, Royal Lytham St Annes
- Hinterland - Lake District

Edinburgh

- Access by road, rail and air.
- Castle, Palace of Holyrood House, Scottish Parliament, Scott Monument, Britannia, Zoo, Royal Botanical Gardens, Edinburgh Festival and Tattoo.
- Hinterland - Forth Bridge, St Andrews, North Berwick, Muirfield

Glasgow

- Access by road, rail and air.
- The Burrell Collection, Kelvingrove Art Gallery and Museum, Museum of Transport, SECC, Hampden Park.
- Hinterland - Trossachs and Loch Lomond, Clyde Coast

National Unit Specification: statement of standards (cont)

UNIT: Tourist Destinations (Intermediate 2)

Appendix 1 (continued)

Highlands of Scotland

- Access by rail road and air
- Inverness, Loch Ness, Fort William, Ben Nevis, Glencoe, West Highland line, ferry ports for the Isles – Oban, Ullapool, Aviemore, Cairngorms, Braemar, John O'Groats, River Spey, Whisky, Castle Trails

South West England

- Access by road and rail.
- Devon, Cornwall and Somerset
- Cheddar Gorge, Dartmoor, Minehead, Torbay, Newquay, St Ives, Lands End
- West Somerset tourist railway
- Cider and clotted cream teas.

Spain

- Arrival airports from UK. Ferry routes to Northern Spain
- Madrid, Barcelona, Seville, Granada
- Costa Brava - Lloret de Mar
- Costa Blanca - Benidorm
- Costa del Sol - Torremolinos, Marbella
- Majorca, Ibiza, Tenerife
- Food and drink

France

- Paris - airports, access by land/sea from UK
- Eiffel Tower, Louvre, Gare d'Orsay, Bateaux Mouche, Notre Dame, Sacre Coeur, Champs-Elysees.
- Brittany, Normandy, Loire Valley, Dordogne, Provence
- Cote d'Azur - Cannes, Monaco, Nice
- Winter Sports areas - French Alps, Chamonix, Courcheval, Les Deux Alpes and Avoriaz
- Food and drink.

Greece

- Athens - Acropolis and Parthenon, Pireus
- Corfu, Crete, Rhodes

Italy

- Italian Lakes and Dolomites
- Rome - Forum, Coliseum, Vatican, St. Peters
- Venice - canals, St Mark's Square, Doge's Palace, Bridge of Sighs, Rialto Bridge
- Florence - Ponte Vecchio, Uffizi Gallery, Duomo
- Tuscany - Siena
- Naples area - Sorrento, Vesuvius, Pompeii
- Food and drink

National Unit Specification: statement of standards (cont)

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Appendix 1 (continued)

Amsterdam

- Access by air and sea
- Tourist attractions – Rijksmuseum, Van Gogh Museum, Dam Square, Canals
- Hinterland - bulbfields

Dublin

- Access by air and sea.
- Tourist attractions - Guinness Brewery, Trinity College and Book of Kells, Dublin Castle, The National Gallery, Kilmainham Gaol, Phoenix Park, Abbey Theatre, Temple Bar.

The United States

- Rocky Mountains, Grand Canyon, Niagara Falls, Mississippi
- New York - access from UK. Statue of Liberty and Ellis Island, Empire State Building, Broadway, Guggenheim Museum, Museum of Modern Art, Central Park
- Washington - access from UK
- Florida - access from UK
- Miami, Orlando – access from the UK, theme parks, Florida Keys
- California - access from UK.
- Los Angeles, San Francisco, Hollywood, Disneyland, Yosemite National Park
- Las Vegas

The Caribbean

- Barbados - Access from UK
- Jamaica - Access from UK
- Negril, Ocho Rios, Montego Bay, Port Antonio, Dunns River Falls.