

SQA Advanced Unit Specification

General information for centres

Unit title: Tour Guiding and Resort Representation

Unit code: HP54 47

Unit purpose: This Unit equips the candidate with skills and knowledge necessary for the various types of tour work with inbound and outbound tour operators and coach companies. It gives an insight into tour management including itinerary planning, resort representative duties and procedures, and tour guiding skills involving presentation of a live tour.

On completion of the Unit the candidate will be able to:

- 1 Explain the roles of tour guides, resort representatives and couriers.
- 2 Demonstrate tour management skills.
- 3 Perform resort representative duties.
- 4 Conduct an on-site tour.

Credit points and level: 1 SQA Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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 National 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre although it would be helpful if the candidate had skills in written and oral communication and also a knowledge of the Travel and Tourism Industry.

This may be achieved by possession of the following:

- ◆ Higher English (at C or above) or *Communication* (D01B 12), and also SQA Advanced Unit *Structure of the Travel and Tourism Industry* (HV79 47)

Core skills: There may be opportunities to gather evidence toward core skills within this Unit, for example in problem solving, communication and working with others although there is no automatic certification of core skills or core skills components in this Unit.

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Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Assessment: 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.

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SQA Advanced Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the roles of tour guides, resort representatives and couriers.

Knowledge and/or skills

- ◆ different job roles and industry sectors
- ◆ skills and qualities required
- ◆ cultural sensitivity
- ◆ courier burnout

Evidence requirements

Each candidate will need to show evidence that s/he can explain the job roles of the different types of tour workers. She/he must demonstrate an understanding of the skills and qualities needed to perform these job roles and also the main employers in the industry. Furthermore knowledge of the importance of cultural sensitivity and courier burnout must be shown.

Assessment guidelines

The assessment of this outcome can be combined with the other outcomes in this unit to form a mock training manual for a tour company's staff, although Outcomes 3 and 4 will require additional assessments of presentations. For Outcome 1, this section of the training manual could include job descriptions to show knowledge of work categories, differing roles and the various skills and qualities required. Sections of the training manual can also include training on the importance of cultural sensitivity and courier burnout.

Outcome 2

Demonstrate tour management skills.

Knowledge and/or skills

- ◆ itinerary management
- ◆ tour administration
- ◆ entertaining groups

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- ◆ dealing with problem situations
- ◆ current legislation

Evidence requirements

Each candidate will need to show evidence of knowledge of tour management. They must prove that they have the skills to manage and plan a basic tour itinerary. In addition s/he requires to convey a knowledge of tour administration ie the various reporting procedures and information needed for each tour along with relevant current legislation. Knowledge of how to keep differing types of groups entertained on tour should be displayed together with a demonstration of initiative in solving holiday related problems.

Assessment guidelines

To assess this outcome the candidate could prepare several short papers to form additional sections of their staff training manual. Firstly a sample tour itinerary for a 2-3 day coach tour could be prepared, providing road routings, and a timed breakdown of activities, attractions, other stops and accommodation involved. Also a description of all paperwork and information required by the tour manager could be given as well as an explanation of how to keep different types of tour groups entertained. Lastly a short section giving tips for solving common holiday problem situations and emergencies could be written.

Outcome 3

Perform resort representative duties.

Knowledge and/or skills

- ◆ conducting coach transfers
- ◆ conducting welcome meetings
- ◆ hotel duties
- ◆ guiding duties

Evidence requirements

Each candidate must show that they know how to perform various types of resort representative duties. They should demonstrate how to conduct coach transfers and welcome meetings as well as being able to prove knowledge of what hotel and guiding duties involve.

Assessment guidelines

As well as preparing additional sections for the training manual, this outcome lends itself to a more practical assessment in the form of a presentation. Therefore the candidate could prepare scripts for arrival and return coach transfers and for a welcome party meeting. These could be based on their own area, town or city. The candidate should then choose one of these scripts to give as a presentation to the rest of the group.

In order to assess hotel and guiding duties the candidate could write brief sections for their manual providing information on what each would entail.

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Outcome 4

Conduct an on-site tour.

Knowledge and/or skills

- ◆ research skills
- ◆ presentation skills
- ◆ health and safety
- ◆ group-handling skills

Evidence requirements

Each candidate will have to demonstrate that they are able to conduct a guided tour of a visitor attraction. In doing so they must convey their research skills and presentation skills. In addition s/he should demonstrate knowledge of the importance of health and safety throughout the tour whilst displaying the skills of group handling.

Assessment guidelines

This outcome should 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 and also included in their manual. The tour may be short in duration (5-10 minutes) and does not have to be researched and performed to blue badge guide standards.

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Administrative information

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SQA Advanced Unit specification: support notes

Unit title: Tour Guiding and Resort Representation

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.

This Unit is intended as part of a group award in Tourism or Travel and Tourism.

Guidance on the content and context for this Unit

Outcome 1

- ◆ Definitions of tour guide, courier or tour manager, and resort representative.
- ◆ Categorisation of different types of jobs within the above three roles.
- ◆ Tour guide may include city guides, on-site guides, docents, sightseeing guides, private guides, blue badge guides, country ranger guides, adventure guides, driver guides, step-on guides, etc.
- ◆ Courier may include tour manager and transfer courier.
- ◆ Resort representative may include resort reps, children's reps, young person's holiday rep, transfer rep, etc.
- ◆ Different types of companies employing such staff, namely outbound/inbound tour operators, coach operators, adventure/specialist tour operators, ground handling agents, visitor attractions, cruise liners, etc.
- ◆ Types of staff employed by the different companies.
- ◆ Particular skills and personal qualities required to perform these three types of jobs, stressing differences and similarities among them.
- ◆ Importance of being culturally sensitive towards visitors, with reference to examples of different cultures.
- ◆ Concepts of ethnocentrism and stereotyping.
- ◆ The concept of courier burnout in terms of definition, causes, resulting problems for courier, company and customers, and prevention strategies.

Outcome 2:

- ◆ How to plan tour itineraries, including details of all stops, activities, timings, and routes.
- ◆ Examples of information and recording procedures for tour managers, eg passenger list, supplier list, accident/incident report form, complaints forms, customer satisfaction survey, emergency contact list, rooming list, suppliers' vouchers, etc.
- ◆ Ideas for keeping different groups entertained on board a coach, eg children, elderly, young people, special needs, mixed, etc.
- ◆ Examples of different common holiday problem and emergency scenarios and how to avoid or deal with them, also dealing with holiday makers with special needs and application of the Disability Discrimination Act.

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Outcome 3:

- ◆ How to conduct arrival and return coach transfers, including steps taken at airports and hotels and details of transfer speeches.
- ◆ How to conduct welcome meetings including introduction, hotel information, resort information, things to do on holiday, sales pitches for excursions, close of sale, etc.
- ◆ Details of what reps' hotel duties normally consist of, eg liaising with managers, providing information and advice to guests, dealing with complaints, consoling guests, dealing with paperwork such as rooming lists, etc.
- ◆ Details of steps taken during reps' guiding duties such as evening excursions or day trips.

Outcome 4:

- ◆ How to research historical and general information for a tour, including library, internet and TIC searches.
- ◆ Theory of public speaking and presentation skills.
- ◆ Health and safety aspects and checks relevant to walking and coach tours.
- ◆ Dos and don'ts of how to lead groups of people around an area or attraction.
- ◆ Examples of live tours should be experienced if possible with candidates appraising skills of tour guides.

Guidance on the delivery and assessment of this Unit

This Unit is ideally suited as a second-year option within an SQA Advanced Diploma in Tourism or Travel and Tourism.

Approaches to delivery should be candidate-centred with on-going guidance and tutor input. The outcomes should be achieved through desk based research of paper-based resources together with experience of live tours or industrial visits. Furthermore candidates will benefit from practical experience in presenting information to their group throughout the duration of the Unit.

Open learning

Due to the practical nature of two of the four outcomes, this Unit is not ideally suited to distance learning.

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should 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.

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General information for candidates

Unit title: Tour Guiding and Resort Representation

This Unit is designed to give you an insight into the world of tour guiding, tour management, couriers, and resort representation. It will furnish you with many of the skills common to all of these job roles and also to other skills and knowledge peculiar to each. It will prepare you to a reasonable extent to perform these jobs although more intensive training would be required on appointment of any such position.

The Unit has four outcomes. The first acts as an introduction to identify the many types of tour guides and pinpoint differences with other types of tour work. You will then examine the role of a tour manager in more detail and gain the skills to plan your own tour itinerary. Next you will learn about resort procedures involved and research your own transfer speeches and welcome meeting information. Lastly research and presentation skills will be looked at and you will plan and conduct your own live on-site tour.

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance on one piece of written work, in the form of a tour operator's staff procedure manual, and also on two presentations, one of a welcome meeting or transfer speech and the other of a short tour around an attraction.