

# Tour Guiding and Resort Representation

HIGHER NATIONAL DIPLOMA

## 旅游胜地指南


【英】苏格兰学历管理委员会 (SQA)

### Unit Student Guide

TRAVEL AND TOURISM

DJ9T 34



 中国时代经济出版社

  
SCOTTISH  
QUALIFICATIONS  
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Tour Guiding and Resort Representation

旅游胜地指南

苏格兰学历管理委员会著

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# 1

## **Introduction to the Scottish Qualifications Authority**

This Unit DJ9T 34 Tour Guiding and Resort Representation has been devised and developed by the Scottish Qualifications Authority (SQA). Here is an explanation of the SQA and its work:

The SQA is the national body in Scotland responsible for the development, accreditation, assessment and certification of qualifications other than degrees.

Its website can be viewed on: [www.sqa.org.uk](http://www.sqa.org.uk)

SQA's functions are to:

- devise, develop and validate qualifications, and keep them under review
- accredit qualifications
- approve education and training establishments as being suitable for entering people for these qualifications
- arrange for, assist in, and carry out the assessment of people taking SQA qualifications

- quality-assure education and training establishments which offer SQA qualifications
- issue certificates to candidates.

In order to pass SQA Units, students must complete prescribed assessments. These assessments must meet certain standards.

The Unit Specification outlines the four Outcomes that students must complete in order to achieve this Unit. The Specification also details the knowledge and/or skills required to achieve the Outcome or Outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each Outcome or Outcomes.

# 2

## Introduction to the Unit

### 2.1

What is the Purpose of this Unit?

This Unit is designed to provide the student with the skills and knowledge necessary for the various types of work required of 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.

### 2.2

What are the Outcomes of this Unit?

There are four learning Outcomes for this Unit:

1. describe 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.

Further details can be found in Appendix 1 — Unit Specifications.



### 2.3 What Do I Need to be Able to Do in Order to Achieve this Unit?

To demonstrate that you are able to provide information to the standard required in the Unit, you will be assessed by your tutor.

### 2.4 Approximate Study Time for This Unit

Completion of this Unit is intended to be flexible.

The notional study time for this Unit is 40 hours but actual time allocated is at the discretion of the centre.

### 2.5 Equipment/ Material Required for this Unit

- computer and word processor
- Internet access
- travel brochures — for resort holidays
- a portable Public Address System would be an asset.

### 2.6 Symbols Used in this Unit

The various Learning Materials sections are designed so that you can work at your own pace, with tutor support. As you work through the Learning Materials (see Section 5), you will encounter symbols. These symbols indicate that you are expected to do a task. **These tasks are not Outcome Assessments.** They are exercises designed to consolidate learning or encourage thought, in preparation for the Outcome

**Assessment (see Section 3 — Assessment Information for this Unit).**

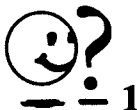
**Activity**



This symbol indicates an Activity (A). Usually, Activities are used to improve or consolidate your understanding of the subject in general or a particular feature of it.

In this Unit, you are asked to undertake a variety of Activities in order for you to check your understanding of the different components and responsibilities that make up tour management.

**self-Assessed  
Question**



This symbol indicates a self-Assessed Question. Using a self-Assessed Question helps you check your understanding of the content that you have already covered.

Everything is provided for you to check your own responses. Answers to the self-Assessed Questions and Activities are to be found at the back of the Unit Student Guide. Where suggested responses to self-Assessed Question and Activities are provided in the

**Unit Student Guide, students are strongly discouraged from looking at these responses before they attempt the activity or question.**

The self-Assessed Questions and Activities throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you will require clarification and additional tutor support. The self-Assessed Questions and Activities will not serve this purpose if you look at the answers before trying them!

self-Assessed Questions and Activities are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested, although from time to time your tutor may wish to view your responses to self-Assessed Questions to see how you are progressing.

# 3

## Assessment Information for this Unit

### 3.1 What Do I Have to Do to Achieve This Unit?

This Unit is designed to give you an insight into the world of tour guiding, tour management and couriers, and overseas representation. It will furnish you with many of the skills common to all of these job roles, and also other skills and knowledge peculiar to each. It will prepare you to perform these jobs, although more intensive training might be required on employment.

The Unit has four Outcomes. The first acts as an introduction to identify the many types of tour guides and highlights differences from 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 procedures followed by Overseas Resort Representatives, and will research your own transfer speeches, and welcome meeting information. Lastly, research and presentation skills will be studied, and you will plan and conduct your own live tour of an attraction.

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.

# 4

## Suggested Lesson Plan

The Learning Materials (see Section 5) are designed to lead you through a series of Activities, which will allow you to consolidate your learning and check on your own progress.

Unit Outcomes	Tour Guiding and Resort Representation			
	1	2	3	4
What Outcomes cover	Describe roles of tour guides, resort representatives and couriers	Demonstrate tour management skills	Perform resort representative duties	Conduct an on-site tour
How the Unit will be assessed	Outcomes integrated with each other. Project in form of staff manual	Project in form of staff manual	Project in form of staff manual. Presentation of a welcome or transfer speech	Project in form of staff manual. Presentation of an on-site tour
Assessment conditions	Open book. Access to sources as required	Open book. Access to sources as required	Open book. Access to sources as required	Open book. Access to sources as required
Timing of assessments	Once section 5.1 has been completed	Once section 5.2 has been completed	Once section 5.3 has been completed	Once section 5.4 has been completed





# 5

## Learning Material

### Section 1

This section will provide you with an understanding of the roles of tour guides, resort representatives and couriers. It examines different job roles and industry sectors, along with the skills and personal qualities required for, or beneficial to, this type of employment. In addition, cultural sensitivity and courier burnout will be investigated.

### Section 2

In this section tour management skills will be covered and you will study the skills necessary to manage a tour itinerary. Knowledge of tour administration and reporting procedures will be required, and you will investigate ways of entertaining different groups with problem-solving initiatives.

### Section 3

The focus in this section is on the work of the Overseas Resort Representative. You will research and

conduct coach transfers and welcome meetings, and will investigate and report on the range of hotel duties and tour-guiding duties carried out by the Resort Representative on a regular basis.

## **Section 4**

In this final section, you will be expected to acquire the skills required to conduct a guided tour of a visitor attraction. This requires an understanding of research skills and presentation skills. Health and safety issues must also be considered. Group handling skills, and guiding skills, will be demonstrated by the student planning and executing a guided tour of an attraction.

### **5.1 Section 1 — Roles of tour guides, resort representatives and couriers**

#### **5.1.1 What this section is about**

At the end of this section you should:

- understand some of the different job roles and tourist industry sectors