

Planning and Sustainable Development in Tourism: Advanced

HIGHER NATIONAL DIPLOMA

旅游业规划与可持续发展 (高级)

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

TRAVEL AND TOURISM

DK02 35



 中国时代经济出版社


SCOTTISH
QUALIFICATIONS
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苏格兰学历管理委员会著

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1

Introduction to the Scottish Qualifications Authority

This Unit **DK02 35 Planning and Sustainable Development in Tourism** 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

SQA's functions are to:

- Devise, develop and validate qualifications, and keep them under review
- Accredite 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 **five 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 enable candidates to understand the concept of planning and sustainable development in tourism. It examines sources of funding for tourism development in the UK, as well as taking account of the need to adopt policies, strategies and practices within planning, which take account of the sustainable use of natural and built resources, and the economics as well as the socio-cultural well being of the local community.

2.2

What are the Outcomes of this Unit?

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

1. Investigate and evaluate the sources of funding available for tourism development in the UK.
2. Explain the stages involved in the tourism development planning process.
3. Examine and analyse the concept of sustainability and its application within tourism planning and development.

4. Comment on the positive and negative impacts arising from tourism development and put forward sustainable solutions.
5. Evaluate current marketing trends and the tourism industry's response to the visitors' needs, within the concept of marketing and sustainability.

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?

You should have good communication skills. It is not necessary to have a previous achievement in sustainable development and tourism, though a brief understanding of the tourism planning system would be useful.

Internet access is essential.

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 80 hours but actual time allocated is at the discretion of the centre.

2.5 Equipment/ Material Required for this Unit

Internet access and the resources outlined in section 6 in this Guide would be very beneficial.

You will need to complete the following Unit Student Guides to meet all the requirements of this unit:

- Unit Student Guide — Planning and Sustainable Development in Tourism: An Introduction
- Unit Student Guide — Planning and Sustainable Development in Tourism: Advanced

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).

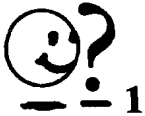
Activity



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 activities in order for you to check your understanding of the different components that make up Planning and Sustainable Development in Tourism.

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. The Self-Assessed Questions in this guide will often take the form of questions that require brief answers. They are designed to test your understanding of the material and to encourage you to investigate further into the subject.

Everything is provided for you to check your own responses. Answers to the Self-Assessed Questions are to be found at the back of the Unit Student Guide. Where suggested responses to Self-Assessed Questions are provided in the Unit Student Guide, **students are strongly discouraged from looking at these responses before they attempt the Self-Assessed Question.** The Self-Assessed Questions throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you might require clarification and additional tutor support. The Self-Assessed Questions 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?

There are five sections in this Unit. You should complete the study pack in order, undertaking the Activities, which are intended to increase your knowledge of the subject areas and/or test your understanding.

The formal Assessments should be undertaken as directed.

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.

The learning material Unit **Planning and Sustainable Development in Tourism** is split between the following guides:

- Unit Student Guide — Planning and Sustainable Development in Tourism: An Introduction
- Unit Student Guide — Planning and Sustainable Development in Tourism: Advanced.

The learning material for Outcomes 3, 4 and 5 is included in the guide. The learning material for Outcomes 1 and 2 is included in Unit Student Guide — Planning and Sustainable Development in Tourism: An Introduction.

Schedule of Activities for Sections 3, 4 and 5 .

Section 3: Sustainability

| | |
|--------------------------------|-----------------|
| Concept of Sustainability | 1 hour |
| Scottish Tourism | 3 hours |
| Tourism Management Initiatives | 2 hours |
| Global Issues | 9 hours |
| TOTAL | 15 hours |

Section 4: Impacts

| | |
|-------------------------------------|-----------------|
| Alternative Views | 1 hour |
| Towtan and the Scottish Environment | 2 hours |
| Ecosystems and Biodiversity | 2 hours |
| Positive and Negative Impacts | 7 hours |
| Planning and Management Tools | 3 hours |
| TOTAL | 15 hours |

Section 5: Marketing

| | |
|---------------------------------------|-----------------|
| Marketing in Travel and Tourism | 4 hours |
| Applying the Marketing Mix in Tourism | 3 hours |
| Tourism Marketing and Sustainability | 8 hours |
| TOTAL | 15 hours |