

# 国际旅游目的地

## TRAVEL AND TOURISM

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会 (SQA)  
Scottish Qualifications Authority

### Unit Student Guide

International Tourist Destinations

DG94 04



 中国时代经济出版社

  
SCOTTISH  
QUALIFICATIONS  
AUTHORITY

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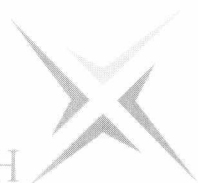
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International Tourist Destinations

国际旅游目的地

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# 1

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

This Unit DG94 04 — International Tourist Destinations 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 three 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?

The unit is designed to provide you with a broad knowledge of international tourist destinations. By the end of it you should be able to provide information in response to typical enquiries generated by clients of travel agencies or tour operators.

### 2.2

#### What are the Outcomes of this Unit?

There are three Outcomes in the unit.

1. In the first you will develop an ability to identify and locate important tourist destinations and attractions using maps.
2. Then in the next outcome you will study the key features of these tourist destinations and what visitors can see and do.
3. Finally you will have the opportunity to compile information in response to client requests for particular types of holidays.

You will also learn to use the information sources that people working in the travel and tourism industry use to provide information to their customers about world – wide tourist destinations.



The unit is essentially practical and will involve you in acquiring and applying knowledge of the travel destinations through a variety of learning methods.

**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 lecturer/tutor. In this unit there are two assessment tasks to complete. One assessment is unseen and closed book while in the other you will be able to use relevant travel industry materials which you will have been accustomed to using in class, such as maps, brochures, travel guides and industry websites.

**2.4**

**Approximate Study Time for This Unit**

This unit has been allocated 40 hours for completion.

**2.5**

**Equipment/  
Material  
Required for  
this Unit**

World Travel Atlas

Internet

Travel Brochures

Maps

Tourist Information Guides

Tourist Attractions and Events of the World (book)

Blank Maps (provided in support pack)

Colouring pens/pencils for mapping

Computer for word processing

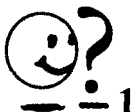
**2.6****Symbols Used  
in this Unit**

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.

The activities will not serve this purpose if you refer to the responses prior to having attempted the Activity.

**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 are to be found at the back of the Unit Student Guide. Where suggested responses to activities are provided in the Unit Student Guide, **students are strongly discouraged from looking at these responses before they attempt the activity.** The 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 activities will not serve this purpose if you look at the answers before trying the activity!

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 two assessments for this unit. Both will take place towards the end of the unit and after you have completed the activities and self assessed questions, by which time you will have familiarised yourself with a wide range of destinations and areas important in the tourism industry.

The assessment tasks are:

1. Assessment task 1 is a test, which covers outcomes 1 and 2. In this, you have to:
  - a) Mark the locations of countries, tourist destinations and physical features on blank maps of the world.
  - b) Identify marked but unnamed countries, tourist destinations and physical features on blank maps of the world.
  - c) Answer 20 structured questions about destinations, attractions and physical features.

This is a closed book test i.e. you will not have

access to a map, atlas, guidebook or any other materials. You will have one hour to complete the test. This assessment takes place at the very end of the unit, when you will have completed the course work and all the case study assignments required for outcome 3.

2. Assessment task 2 is two case study assignments, which cover outcome 3. For your assignments, you will be given client requirements for different types of holiday in four different areas of the world.

- a) Using any information sources available, you have to select appropriate destinations and provide comprehensive information to a standard that would be expected in industry.
- b) You will be allowed to research the information in advance, but you will be required to produce your assignment reports in a classroom situation in the presence of the assessor.

# 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.

You will begin by mapping continents, countries and the main physical features of the world, such as oceans, seas, rivers and mountain ranges. You will also have to locate many world cities and important tourist destination areas on blank maps.

Once you are familiar with world geography, you will move onto finding out about different categories of attractions and researching some of the worlds most famous international tourist attractions. You will share this information with the rest of your class through a short presentation of your findings and/or by producing a one – page fact sheet on the attraction.

You will then research some of the worlds most popular tourist destinations and find out information about them. This information will include key features of the destinations, for example, what are the main

resorts in the area, what climate the area experiences, what languages are spoken, what the main attractions of the area are and other types of useful information a tourist may wish to know.

Once you have completed these activities and self – assessed questions, you will then be ready to move onto researching your assessment assignments, which requires you to find out information for four different clients. You will use the resources available to you to research information to match each requirement. You will have to produce the information, including covering letters to the client, to professional industry standards.

Finally, you will sit the closed book assessment, which requires you to plot and identify places on blank maps and answer structured questions on the resorts, attractions and physical features you will have studied during the unit. There are self – assessed revision exercises provided in the guide at the end of section 5 that will help you to prepare for this assessment.

On the next page is a table giving an overview of the unit.

**Overview of Unit:**

Unit	International Tourist Destinations		
Outcomes	1	2	3
What outcome covers	<b>Mapping</b> Hemispheres Continents Oceans/Seas Mountains Rivers, Bays, Gulfs Countries, Islands, Areas Cities, Resorts	<b>Tourist Destinations</b> Man –made, Natural and Event Attractions	<b>Providing Information on Tourist Destinations</b> Research 2 Destinations 1 = Safari to Kenya 2 = Family holiday in Florida Key features of popular tourist destinations
How unit will be assessed	<b>Practical Exercise</b> 1. Identify places marked on an otherwise blank map 2. Locate places on a blank map 3. Answer 20 questions on tourist attractions and areas		<b>Assignment</b> Select 2 holidays to match requirements. Produce information, area fact sheet and covering letter. Illustrate with maps and pictures.
Assessment Conditions	<b>Closed Book.</b> No access to resources or atlas.		Case studies will be researched and as an assignment and produced in class time. Completed case studies (information, fact sheets, and letters) to be of a Professional Standard and submitted by the due date.
Timing of Assessment	At end of unit, once course work and assignments for outcome 3 have been completed.		After mapping and tourist attraction activities have been completed.



