

Planning and Sustainable Development in Tourism: An Introduction

HIGHER NATIONAL DIPLOMA

旅游业规划与可持续发展 (初级)


【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

TRAVEL AND TOURISM

DK02 35



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SCOTTISH
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苏格兰学历管理委员会著

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Contents

1	Introduction to the Scottish Qualifications Authority	1
2	Introduction to the Unit	3
2.1	What is the Purpose of this Unit?	3
2.2	What are the Outcomes of this Unit?	3
2.3	What do I Need to be Able to do in Order to Achieve this Unit?	4
2.4	Approximate Study Time for this Unit	4
2.5	Equipment/Material Required for this Unit	4
2.6	Symbols Used in this Unit	5
3	Assessment Information for this Unit	7
3.1	What Do I Have to Do to Achieve this Unit?	7
4	Suggested Lesson Plan	9

5	Learning Material	11
5.1	Section 1 — Funding (Outcome 1)	11
5.2	Section 2 — Planning (Outcome 2)	41
6	Additional Reading Material	143
7	Solutions to Activities	147
8	Copyright References	153
9	Acknowledgements	155
	Appendix 1 — Unit Specification	157

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
- 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 **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 you 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 wellbeing of the local community.

2.2

What are the Outcomes of this Unit?

On completion of the Unit, you 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 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 a number of activities to assist you with the assessments.

Everything is provided for you to check your own responses. Answers to the Activities 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!

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

Schedule of Activities for Sections 1 and 2

Section 1: Sources of Funding

Capital Funding	3 hours
Direct Funding	3 hours
Indirect Funding	3 hours
Where the Money Comes From	3 hours
TOTAL	12 hours

Section 2: Planning

Types of Tourism Development	5 hours
Planning Strategies	4 hours
External Organisations	4 hours
Planning and Control Techniques	5 hours
Planning Legislation	5 hours
TOTAL	23 hours

5

Learning Material

Learning materials for Sections 5.1 to 5.2 are included in this Guide.

Learning materials for Sections 5.3 to 5.5 are covered in the Unit Student Guide — **Planning and Sustainable Development in Tourism: Advanced.**

5.1 Section 1 Funding (Outcome 1)

5.1.1 Introduction to the Section

What this Section is About

This section is intended to provide you with an overview of the different sources of funding available for tourism development in the UK.

Here we look at funding available from the public, private and voluntary sectors, both directly and as indirect financial aid.

Aims and Objectives of this Section

The aim of this section is to provide an overview of funding available to tourism developments in Scotland. The objectives are to enable you to gain the knowledge necessary to recommend potential funding opportunities suitable to a given project.

Knowledge and/or skills

- Methods of funding tourism development for both private and public sectors, including both direct and indirect financial aid
- Public sector funding available from the various organisations involved in Scottish tourism
- European funding opportunities
- Private sector funding for tourism development
- Voluntary funding for tourism development.

Approximate Study Time for this Section

12 hours.