

Unit 5: Current issues in travel and tourism (LEVEL 3)

Learning outcomes

On completion of this unit candidates will demonstrate awareness of current developments relevant to, and their potential impact on, the travel and tourism industry.

They will investigate changes in structure, share prices, major events and the impacts of the Euro.

Candidates will produce evidence to meet the unit assessment objectives in order to show that they can identify and understand:

- current issues relevant to the travel and tourism industry
- changes to the structure of the travel and tourism industry
- share related issues of leading travel and tourism organisations
- the impact of major events on destinations
- the impact of the Euro and the Euro-zone.

Assessment objectives	Knowledge, understanding and skills
1 Keep a log of current news items relevant to the travel and tourism industry and evaluate their potential impact	Examples of news items: • changes in industry structure • inflation • exchange rate fluctuations • natural disaster, eg tsunamis, hurricanes • war/terrorism • environmental issues, eg pollution, global warming, habitat destruction • health issues • opening or closure of gateways • capital investments, eg airports, motorways, attractions • changes in legislation • increase in taxes (local, national) • promotional campaigns Examples of potential impact: • positive and/or negative • local, national or international • image/perception • environmental • economic, including tourist numbers and visitor profile
2 Describe recent changes to the structure of the travel and tourism industry, their causes and potential impacts	Structure: • sales • mergers, acquisitions and solvency • integration (horizontal and vertical) • growth of specific sectors/niche markets

(continued overleaf)

Assessment objectives	Knowledge, understanding and skills
2 Cont. Identify recent changes to the structure of the travel and tourism industry, their causes and their potential impact	Causes: • changing customer demands • changing market • competition • use of technology • globalisation Impacts: • increased/decreased market share • more/less customer choices • more/less competition
3 Review the share prices and share related issues of three leading travel and tourism organisations	Share prices and share related issues: • published share price • dividends • reasons for fluctuations • shareholder concerns
4 Evaluate the impacts of recent major events on two destinations	Examples of recent major events: • natural disasters, eg earthquakes • extreme weather, eg storms • war/terrorist activity • health scare, eg bird flu • international sporting/cultural event, eg Olympic Games • celebrations, eg historic, anniversary Impacts (as appropriate to event chosen): • negative and/or positive • immediate, short-term and potential long-term • economic, eg tourist numbers and tourist spending • environmental • socio-cultural, eg on local traditions • political
5 Review the impacts of the Euro and the Euro-zone on the UK travel and tourism industry	Definition and/or membership of: • European Union • Euro • Euro-zone Impacts: • currency issues for inbound and outbound tourists • ease of travel • changes made within industry to accommodate the Euro

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

It is envisaged that this unit will promote an interest in current affairs and encourage candidates to maintain an interest in world issues. Candidates should be aware that the travel and tourism industry needs to respond rapidly to events that occur and that failure/ability to respond may have immediate, short-term and long-term implications for the industry.

The key to this unit is that events happening during the course of study must be included. All material used must be either 'of the moment' or recent (within the last year). Candidates should be encouraged to bring material to the classroom on a regular basis.

There will be links to many other units when planning, delivering and assessing this unit. These include Unit 1: The travel and tourism industry, Unit 16: The UK tour operating sector,

Unit 17: The UK passenger transport sector, Unit 18: The development of tourist destinations, Unit 21: UK countryside tourism, Unit 23: UK tourism, Unit 24: Investigating the airline industry, Unit 25: Airlines, airports and their impacts, Unit 26: The UK airport sector, Unit 27: Working as airline cabin crew, Unit 28: Health, safety and security for airports and airlines. Curriculum teams should explore these overlaps as the links will vary according to current news items and specification interpretation.

It is suggested that the log of current events (Assessment Objective 1) is an on-going activity throughout the duration of the study and that topics are discussed within the classroom on a regular basis to aid understanding and interpretation of causes and impacts. The log may be kept as a set of notes, a scrapbook or similar. Candidates may wish to work on this individually or in small groups. In the latter case, a review of each other's contributions and tutor witness statements will be required to confirm each individual's contribution.

The on-going research may also provide a background for the rest of the unit assessment objectives. For example, business and financial news will give access to information concerning industry structure (Assessment Objective 2), share-related issues (Assessment Objective 3) and the Euro-zone (Assessment Objective 5). Candidates should be encouraged to investigate a variety of media to access information.

Details of changes in the industry structure (Assessment Objective 2) are commonly found in the travel trade press or the business/travel sections of Sunday newspapers. It is suggested that recent changes to the structure of the travel and tourism industry refer to events taking place during the teaching of the unit and in the previous twelve months. This could be presented in the form of a review of the year or a 'looking back, looking ahead' presentation that will allow potential impacts to be discussed.

In order to review the share prices (Assessment Objective 3) of leading travel and/or tourism organisations the candidate should select one key player from three different sectors of the industry. This will encourage a broader understanding of the financial issues within the industry. Candidates should be encouraged to track the pattern of share prices over the duration of the unit and where possible over the financial year (current or previous). The national press or internet could be used. This is a good opportunity to present information in graphical or diagrammatic form. It may be possible to access public share information directly from the organisations being researched. Candidates should be aware that the travel and tourism industry is subject to seasonal fluctuations and that there is increasing stockholder interest in the running of organisations.

The study of the impacts of major events on tourist destinations (Assessment Objective 4) is an opportunity to use current events or very recent events. It is suggested that tutors encourage

candidates to select situations where an event directly affects a destination, eg winning the bid for London 2012 (Olympic and Paralympic Games), hurricanes in the Caribbean, terrorism in the Basque region, floods in Shrewsbury. Candidates should be aware that not all events are negative in their impacts and should be encouraged to select contrasting events. A variety of information should be used, for example, initial news media reports, local tourist authority information, government advice to travellers.

A review of the Euro-zone (Assessment Objective 5) will encourage the candidates to gain an understanding of the impact of the Euro currency on the UK industry. Candidates should be aware of the EU member countries/Euro-zone members and the UK government position on adopting the Euro at the time of unit delivery. The emphasis, however, must be on the impacts of the Euro on the UK travel and tourism industry. This could be an opportunity to invite guest-speakers or to interview local travel and tourism organisations about impacts of the Euro.

This unit depends on the use of current news and information to make it relevant. The information provided in the Knowledge, understanding and skills section should, therefore, be viewed as guidelines in the production of evidence for the unit portfolio.

Candidates may provide portfolio evidence for all of the assessment objectives in this unit using a range of presentation techniques. This may include assessor testimony/witness statements logbooks, diaries, the use of video, audio and presentation software, posters/charts, written work. Where video and/or audio evidence is provided this must be supported by assessor testimony/witness statements. Where candidates demonstrate competence, centres should record skills demonstrated on appropriate recording documentation.

Signposting to Key Skills

- ✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C3.1	✓	N3.1		ICT3.1	✓
C3.2a	✓	N3.2a		ICT3.2	✓
C3.2b	✓	N3.2b		ICT3.3	✓
C3.3	✓	N3.2c			
		N3.2d			
		N3.3			

Mapping to National Occupational Standards

Occupational Standards	Unit number	Title
No relevant standards in Tourist Information Services, Travel Services and Aviation		

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

Due to the nature of this unit, it is recommended that books are only used for background research.

CDRoms/DVDs/Television Programmes/Videos

Television travel programmes/documentaries, eg *Cutting Edge*, *Panorama*, *Holidays from Hell*, *Holiday Reps*, *Airport*

Impact Of Tourism – 6 videos covering impacts of tourism in South-East Asia, Amazon, Gambia, Majorca, Reugen, Antigua (various dates). TV Choice

Systems in a Hotel (2000). TV Choice

Journals/magazines/newspapers

Holiday Which?

Travel Trade Gazette

Travel Weekly

Other useful resources include travel supplements from the weekend broadsheets and business supplements from the daily broadsheets.

Websites

Websites change as frequently as the issues in the travel and tourism industry. However, it would be useful to visit websites relating to the news media, travel and tourist organisations, local and national tourist organisations, the European Union, etc.

Foreign and Commonwealth Office. URL: <http://www.fco.gov.uk/>
Foreign Office website gives travel advice and updates about destinations.

This is Travel. URL: <http://www.thisistravel.co.uk>
News pages about the travel industry.

Travelmole. URL: <http://www.travelmole.com/>
The online community for the Travel and Tourism Industry.

Tourism Concern – campaigning for ethical and fairly traded tourism.
URL: <http://www.tourismconcern.org.uk/>
Environmental/sustainability issues in tourism.

Worldwatch Institute. URL: <http://www.worldwatch.org/>
An independent organisation giving current information on sustainable issues generally.

Grading

Assessment Objective	Pass	Merit	Distinction
AO1 Keep a log of current news items relevant to the travel and tourism industry and evaluate their potential impact	Candidates keep a basic log of current news items relevant to the travel and tourism industry. The log includes few news items and the most obvious . Candidates provide a brief and not always accurate evaluation of the potential impact of the news items on the travel and tourism industry and demonstrate limited understanding.	Candidates keep a detailed log of current news items relevant to the travel and tourism industry. The log includes a range of appropriate news items. Candidates provide a realistic evaluation of the potential impact of the news items on the travel and tourism industry and demonstrate some understanding.	Candidates keep a detailed log of current news items relevant to the travel and tourism industry. The log includes a wide range of appropriate news items. Candidates provide a detailed evaluation of the potential impact of the news items on the travel and tourism industry and demonstrate a thorough understanding.
AO2 Describe recent changes to the structure of the travel and tourism industry, their causes and potential impacts	Candidates provide a basic description of recent changes to the structure of the travel and tourism industry. Some of the major changes to leading travel and tourism organisations are included. The description includes a brief outline of the causes and potential impacts.	Candidates provide a well developed description of recent changes to the structure of the travel and tourism industry. Many of the major changes to leading travel and tourism organisations are included. The description includes a clear outline of the causes and potential impacts.	Candidates provide a detailed description of recent changes to the structure of the travel and tourism industry. Many/most of the major changes to leading travel and tourism organisations are included. The description includes in-depth information on the causes and potential impacts.
AO3 Review the share prices and share related issues of three leading travel and tourism organisations	Candidates provide a brief and not always accurate review of the share prices and share related issues of three leading travel and tourism organisations. Candidates demonstrate limited understanding of share related issues.	Candidates provide a detailed review of the share prices and share related issues of three leading travel and tourism organisations. Candidates demonstrate some understanding of share related issues.	Candidates provide a detailed and accurate review of the share prices and share related issues of three leading travel and tourism organisations. Candidates demonstrate a thorough understanding of share related issues.
AO4 Evaluate the impacts of recent major events on two destinations	Candidates provide a brief and not always accurate evaluation of recent major events on two destinations. They show some understanding of the most obvious impacts on the two destinations.	Candidates provide a detailed evaluation of recent major events on two destinations. They show much understanding of many of the impacts on the two destinations.	Candidates provide a detailed and accurate evaluation of recent major events on two destinations. They show a thorough understanding of many/most of the impacts on the two destinations.

Assessment Objective	Pass	Merit	Distinction
A05 Review the impacts of the Euro and the Euro-zone on the UK travel and tourism industry	Candidates provide a basic review of the impacts of the Euro and the Euro-zone on the UK travel and tourism industry. They show some understanding of the most obvious impacts of the Euro and the Euro-zone.	Candidates provide a detailed review of the impacts of the Euro and the Euro-zone on the UK travel and tourism industry. They show much understanding of many of the impacts of the Euro and the Euro-zone.	Candidates provide a detailed and accurate review of the impacts of the Euro and the Euro-zone on the UK travel and tourism industry. They show a thorough understanding of many/most of the impacts of the Euro and the Euro-zone.