Higher National Unit specification

General information for centres

Unit title: Tourism: Sustainability and Rural Communities

Unit code: F566 35

Unit purpose: The purpose of this Unit is for candidates to gain an awareness and understanding of the sustainability issues of tourism in rural areas. The Unit examines the key elements of environment, economy and communities in relation to tourism in rural areas and the positive and negative impacts of tourism upon these key elements. Additionally the Unit explores best business practice and discusses the issues surrounding business commitment to sustainable tourism principles.

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

1   Assess how the principles of sustainable development can be applied to tourism in rural areas.
2   Investigate and evaluate the role of rural communities in the development of sustainable tourism.
3   Evaluate methods for sustainable environmental and socio-economic business management of rural tourism operations.

Credit points and level: 1 HN credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

Recommended prior knowledge and skills: Access is at the discretion of the presenting centre. The candidate would benefit from secondary research skills/referencing methods as evidenced by Unit F504 34 *Foundations of Activity Tourism* or any equivalent Unit with secondary research requirements. It would also be beneficial if the candidate had some background knowledge or work experience of environmental issues which could be gained through studying the Unit F2GA 34: *Environmental Awareness* and some understanding of tourism which may be gained through studying Unit DJ9W 34 *Structure of the Travel and Tourism Industry* and/or Unit DK08 35 *Influences on the Travel and Tourism Industry*.

Core Skills: There are opportunities to develop the Core Skills of *Communication* to SCQF level 6 and the Core Skill *Information Technology* at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

General information for centres (cont)

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: Outcome 1 is assessed using a closed-book supervised assessment using restricted response questions that address the Evidence Requirements.

Outcomes 2 and 3 could be assessed using an integrated project based on a case study of a rural area and community or on candidate's own relevant workplace experience but requiring personal investigation and evaluation.

Alternatively the Unit could be assessed using three separate events assessing each Outcome separately. For example Outcomes 1, 2 and 3 — extended response for each.

Higher National Unit specification: statement of standards

Unit title: Tourism: Sustainability and Rural Communities

Unit code: F566 35

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Assess how the principles of sustainable development can be applied to tourism in rural areas

Knowledge and/or Skills

♦ Principles of sustainable development
♦ Principles of sustainable tourism
♦ The role of the environment and its importance for tourism in rural areas
♦ Positive and negative impacts of tourism on the environment
♦ Positive and negative socio-economic impacts of tourism in rural areas

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ explain three principles of sustainable development
♦ explain how the principles of sustainable tourism can apply to rural areas providing two examples from the UK
♦ evaluate three positive impacts of tourism on the environment using local (Scottish) rural examples
♦ evaluate three negative impacts of tourism on the environment using local (Scottish) rural examples
♦ illustrate three examples of the positive socio-economic impacts of tourism in rural areas in the UK
♦ illustrate three examples of the negative socio-economic impacts of tourism in rural areas in the UK

This is a closed-book, supervised assessment.

Assessment Guidelines

A closed-book supervised assessment using restricted response questions that address the Evidence Requirements.

Higher National Unit specification: statement of standards (cont)

Unit title: Tourism: Sustainability and Rural Communities

Outcome 2

Investigate and evaluate the role of rural communities in the development of sustainable tourism

Knowledge and/or Skills

♦ Types of rural tourism experience
♦ Composition of rural communities
♦ Sustainable community tourism initiatives
♦ Supporting organisations for sustainable rural and community tourism

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ define three types of rural tourism experiences in the UK
♦ evaluate three key features of the composition of three different types of rural communities in the UK
♦ investigate and evaluate the role of community involvement in local rural tourism developments or initiatives using an actual example in the UK
♦ investigate and evaluate the contribution to sustainable community tourism development of at least two government agencies and at least two other organizations using actual examples in the UK

Assessment Guidelines

Outcomes 2 and 3 could be assessed using an integrated project based on a rural area and community in the UK.

Alternatively, Outcome 2 and 3could be assessed individually using an extended response instrument for each.

Higher National Unit specification: statement of standards (cont)

Unit title: Tourism: Sustainability and Rural Communities

Outcome 3

Evaluate methods for sustainable environmental and socio-economic business management of rural tourism operations

Knowledge and/or Skills

♦ Types of rural tourism operations and businesses
♦ Sustainable environmental management practices and techniques applicable to rural tourism businesses
    — Business and environmental benefits
♦ Sustainable socio-economic management practices and techniques applicable to rural tourism businesses
    — Social responsibility
    — Staffing, use of local suppliers, community tourism linkages and initiatives
♦ Constraints and issues in applying sustainable management practices
♦ Environmental quality assurance and accreditation schemes

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ explain how four sustainable environmental management practices could apply to rural tourism businesses
♦ explain how four sustainable socio-economic management practices could apply to rural tourism businesses
♦ evaluate three possible constraints to rural tourism businesses in applying environmental sustainable management practices
♦ evaluate three possible constraints to rural tourism businesses in applying sustainable socio-economic management practices
♦ analyse how a rural tourism business can benefit through gaining environmental accreditation

Assessment Guidelines

It is suggested that this Outcome is assessed together with Outcome 2 through an integrated project based on a rural community in the UK. This could take the form of a report or academic poster combining written, graphical and oral submissions. Further explanation is in the section on Guidance on delivery and assessment of Unit.

Alternatively, Outcomes 2 and 3 could be assessed individually using an extended response instrument for each.

Administrative Information

Unit code: F566 35

Unit title: Tourism: Sustainability and Rural Communities

Superclass category: NK

Original date of publication: August 2008

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

Higher National Unit specification: support notes

Unit title: Tourism: Sustainability and Rural Communities

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is concerned with tourism in rural areas and the communities that are often economically dependent on tourism. The focus in on the UK but should include wider aspects in context. The meaning and interpretation of sustainability of tourism is examined in the context of rural areas and communities, the issues and composition of communities and the support mechanisms available through public and voluntary or charitable organisations. The application of environmental best practice for businesses to benefit both the environment and the viability of the business is examined and connected to social responsibility of tourism businesses and their commitment to sustainability principles and practice.

Outcome 1
♦   the origin and meaning of 'sustainability' and 'sustainable development'
♦   principles, use of resources
♦   sustainable tourism — definitions and interpretation — economic; environmental, social
♦   other terms applied to tourism such as 'ecotourism', 'green tourism'
♦   the need for the adoption of sustainable principles
♦   the 'natural' and built environment as a tourist resource
♦   concepts of: 'preserve or destroy'; and 'loved to death'
♦   types of tourism that depend on the environment
♦   theory and examples of best practice

Outcome 2
♦   types of rural tourism and their viability.
♦   socio economic impacts: revenue from tourism; employment opportunities.
♦   composition of rural communities and their viability.
♦   involvement of local community in development and planning of tourism: with examples of successful and not so successful developments and the reasons and issues arising from the Outcomes.
♦   Rural Development Initiatives: community generated tourism marketing initiatives. Role of, for example: Scottish Natural Heritage (SNH); National Trust for Scotland (NTS); National Park Authorities; Scottish Sustainable Tourism Unit; Economic Development Agencies. EU programmes and their application in the UK such as LEADER+ or similar, charitable trusts for example the Carnegie Trust, and other organisations that may contribute to projects in rural areas such as Sustrans.

Outcome 3
♦   examples of 'greening' business: environmental policies
♦   action plans and best practice examples for responsible management of tourism operations: business ethics and Corporate Social Responsibility
♦   socio-economic responsibility — use of local suppliers, local employees, support and involvement with community tourism initiatives

Higher National Unit specification: support notes (cont)

Unit title: Tourism: Sustainability and Rural Communities

♦ why should tourism operators adopt sustainable practice?
♦ economic and other constraints for business implementation of sustainable practice
♦ success stories: local initiatives and the wider UK context
♦ Environmental Accreditation schemes for eg Hospitable Climates; Green Globe 21; Green Business Tourism Scheme; the benefits to business and the environment, community approaches to schemes

Guidance on the delivery and assessment of this Unit

It is suggested that teaching and delivery could be generated through a mix of formal lectures, seminars, group work tasks investigating business practice, and guided visits to relevant exemplar tourism businesses. There are complementary links to other units in the Activity Tourism course framework, in particular: F20X 34 *Scottish Tourism Product: Niche Markets* and F2EF 35 *Rural Business Diversification*.

Outcome 1 requires the candidates to have gained secure knowledge of sustainable development and its application to rural tourism. Therefore it is recommended that this Outcome is assessed using a closed-book, supervised paper with restricted response type questions.

For Outcomes 2 and 3 candidates should gain a wider appreciation of real and current sustainable tourism practices in rural communities. It is therefore recommended that Outcomes 2 and 3 are assessed together as an integrated project that requires the candidate to undertake an investigation of a particular rural community in the UK and their involvement with tourism, support from external agencies, accreditation schemes and business and community benefits from following the principles of sustainable tourism both environmentally and socio-economically.

Candidate's submission could take the form of a written report or academic poster including graphical and written evidence combined with oral presentation that addresses the Evidence Requirements. Ideally candidates should be able to study a rural area of their own choice and guidance should be provided to candidates by the tutor. Alternatively the study area(s) could be tutor directed.

Opportunities for developing Core Skills

There will be opportunities to develop the Core Skill component Oral Communication of the Core Skill *Communication*, the Core Skill component Critical Thinking of the Core Skill *Problem Solving* and the Core Skill component of the Core Skill *Working with Others*, all at SCQF level 6; and the Core Skill of *Information Technology* to SCQF level 5. There will however be no automatic certification of Core Skills or Core Skill components.

Outcome 1
During the delivery of this Outcome, if peer discussion and the setting of tasks is adopted as one of the teaching methods, this would provide opportunities for the development of the Core Skill component Oral Communication of the Core Skill *Communication*, the Core Skill component Critical Thinking of the Core Skill *Problem Solving* and the Core Skill *Working with Others*, all at SCQF level 6.

Higher National Unit specification: support notes (cont)

Unit title: Tourism: Sustainability and Rural Communities

Outcome 2 and 3
As the candidate is involved in research and presentation of evidence, the Core Skill components of either Written or Oral Communication and Information Technology may be developed dependent upon their choice of assessment/evidence submission.

Open learning

This Unit could be developed for open learning using a VLE platform and blended learning techniques.

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* **(www.sqa.org.uk)**.

General information for candidates

Unit title: Tourism: Sustainability and Rural Communities

Rural areas - countryside, landscape, villages, are increasingly popular for holidays, short breaks and day visits. The affect of tourism to these areas can be beneficial for the residents and the local economy but conversely can have a detrimental affect on parts of the environment.

Sustainable tourism is about the triple bottom line- the people, the environment and the economy.

This Unit considers the issues of tourism and the environment, the social and economic affect of tourism on communities, and the initiatives and business management techniques that can be adopted in order to lessen environmental impacts and benefit local communities.

The Unit will involve directed lectures, visits and tasks and you will be required to carry out investigation and evaluation into a rural area to investigate the issues.

The Unit is divided into three main areas of study, each of which has its own Outcome:

In Outcome 1 you will study the origin and meaning of 'sustainability' and 'sustainable development'. Principles and use of resources. Conflict in definition and interpretation: economic; environmental. The need for the adoption of sustainable principles. The 'natural' and built environment as a tourist resource. Concepts of: 'Preserve or destroy'; and 'loved to death'. Types of tourism that depend on the environment. Theory and examples of best practice.

For Outcome 2 you will investigate, evaluate and discuss rural communities and their viability; revenue from tourism; employment opportunities; involvement of local community Participatory Rural Appraisal (PRA); community generated tourism. Role of, for example: Scottish Natural Heritage; National Trust for Scotland; National Park Authorities.

And finally in Outcome 3 you will also find out what environmental business management tools are available and how they could be applied to a real tourism business. Examples of 'greening' business including Environmental policies. Why should tourism operators adopt sustainable practice? Action plans for responsible management of tourism operations. Success stories and case studies. Local initiatives and the wider global context.

Assessment may be an integrated project or separate assessments relating to each Outcome.

There are opportunities to develop the Core Skill *Communication* at SCQF level 6 and the Core Skill *Information Technology* at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.