



## Higher National Graded Unit specification

### General information for centres

This Graded Unit has been validated as part of the HND Activity Tourism. Centres are required to develop the assessment instrument in accordance with this validated specification. Centres wishing to use another type of Graded Unit or assessment instrument are required to submit proposals detailing the justification for change for validation.

**Graded Unit title:** Activity Tourism: Graded Unit 3

**Graded Unit code:** F6J3 35

**Type of Graded Unit:** Examination

**Assessment Instrument:** Closed-book Examination

**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.*

**Purpose:** This Graded Unit is designed to provide evidence that the candidate has achieved the following principal aims of the HND Activity Tourism:

- ◆ To develop a sound understanding of the applications of management in the activity tourism and recreation industries.
- ◆ To develop skills in relation to identified niche activity tourism markets.
- ◆ To further develop knowledge and understanding of sustainability issues.
- ◆ To prepare students for employment at supervisory levels in the activity tourism and recreation industries and for further vocational training in those industries.
- ◆ To provide the appropriate foundation for possible progression to degree programmes.

**Recommended prior knowledge and skills:** It is recommended that the candidate should have completed or be in the process of completing the following Units relating to these specific aims prior to undertaking this Graded Unit:

DK08 35: Influences on the Travel and Tourism Industries  
F566 35: Tourism: Sustainability and Rural Communities  
F2EF 35: Rural Business Diversification  
D4WG 35: Managing an Event

## **General information for centres (cont)**

**Core Skills:** There are no Core Skills embedded in this Graded Unit specification.

**Assessment:** This examination-based Graded Unit is a closed book examination. It will consist of a written examination which will be completed within three hours.

## Administrative Information

**Graded Unit code:** F6J3 35  
**Graded Unit title:** Activity Tourism: Graded Unit 3  
**Original date of publication:** October 2009  
**Version:** 01

### History of changes:

Version	Description of change	Date

**Source:** SQA

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## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates

### Graded Unit title: Activity Tourism: Graded Unit 3

#### Conditions of assessment

The assessment is based on a closed book examination lasting three hours.

If a candidate does not achieve a pass or if a candidate wishes to upgrade, this must be based on a significantly different examination from that given originally. A candidate's grade will be based on his/her achievement on the new assessment event using a significantly different examination, if this results in a higher grade.

The examination should be unseen and the assessment should be conducted in controlled and invigilated conditions.

At all times, the security, integrity and confidentiality of examinations must be ensured.

#### Instructions for designing the assessment task

The examination should be designed to assess the candidate's critical knowledge and understanding of the topics relating to the specific aims which this Graded Unit is designed to cover. The questions and corresponding marks should be designed in accordance with the ranges indicated in the table that follows. However, the overall total mark for the examination is 100.

Key topics	Level of demand	Percentage weighting for each topic
<b>Travel and Tourism</b> (current trends, future potential, impacts of travel and tourism, mass and niche tourism markets, tourist motivations)	Evaluate a variety of tourism activities. Explain niche markets and tourist experiences and apply these to the activity tourism industry	20%
<b>Sustainable Tourism</b> (impacts of tourism: positive and negative, community development, local products, eco-tourism, greening the product, accreditation schemes)	Critical analysis of environmental concerns and issues of sustainability, with regard to tourism. Explain the concept of sustainable tourism and apply the concept within the activity tourism sector	20%
<b>Rural Business Diversity</b> (markets for diversified activities, key rural factors- including social factors and environmental factors, problems and solutions for rural areas and rural businesses, feasibility reports, sources of finance)	Evaluate current and topical rural business related management issues. Explain and apply these issues to rural activity organisations, integrating the concepts with issues of sustainability and marketing.	20%
<b>Markets for Activities and Events</b> (price, product, place and promotion for activities and events, feasibility studies, marketing plans)	Evaluate the concept of marketing to explain the relation between production and market requirements and promotion of products. Explain and apply marketing concepts to the activity tourism sector integrating the concepts with concerns for the environment and for sustainability	20%
<b>Rural Areas, Communities and Development</b> (rural development projects past, present and future, bottom-up and top-down approaches)	Evaluate past, present and future schemes and initiatives aimed at the development of rural areas. Explain and apply the schemes and initiatives in the context of activity tourism provision and demand, integrating the schemes with issues of sustainability, marketing and rural diversity.	20%

## **Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)**

The format of the examination should be designed to conform to the following:

- ◆ The examination paper must be divided into five sections corresponding to the Key Topics in the above table
- ◆ The examination paper must contain a choice of at least two questions from each Key Topic where this is possible
- ◆ Each question, or part thereof, should have an associated mark
- ◆ Candidates are expected to attempt and pass all sections of the examination papers
- ◆ The aggregate marks available for the question or questions in each topic area should conform to the percentage weighting given in the above table

The examination will be marked out of 100. Assessors will aggregate the marks achieved by the candidate to arrive at an overall mark for the examination. Assessors will then assign a grade to the candidate for this Graded Unit based on the following grade boundaries:

- ◆ A = 70% — 100%
- ◆ B = 60% — 69%
- ◆ C = 50% — 59%

## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

### Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as a C (competent), A (highly competent), or B (somewhere between A and C). The grade related criteria to be used to judge candidate performance for this Graded Unit is specified in the following table:

Grade A	Grade C
<p>Is a seamless, coherent exam script which consistently:</p> <ul style="list-style-type: none"> <li>◆ interprets and understands the question in a way that demonstrates insight and clear understanding of issues and relationships</li> <li>◆ comprehensively addresses all aspects of the question</li> <li>◆ demonstrates a comprehensive analysis and evaluation of relevant information</li> <li>◆ offers logically structured and coherently expressed responses, demonstrating consistent use of correct terminology</li> <li>◆ is clear and well structured throughout with language and terminology used of a consistently high standard in terms of level, accuracy and technical content</li> </ul>	<p>Is a co-ordinated exam script which:</p> <ul style="list-style-type: none"> <li>◆ interprets the question in a way that enables the candidate to meet the basic criteria required</li> <li>◆ answers address the main issues of the question</li> <li>◆ demonstrates analysis and evaluation</li> <li>◆ offers responses which convey relevant points</li> <li>◆ uses language and terminology adequately, in terms of level, accuracy and technical content</li> </ul>
<ul style="list-style-type: none"> <li>◆ consolidates and integrates required knowledge and skills, linking concepts and ideas and relating answers explicitly to the question</li> </ul>	<ul style="list-style-type: none"> <li>◆ consolidates and integrates knowledge and skills, with some linkage of concepts and ideas</li> </ul>
<ul style="list-style-type: none"> <li>◆ solutions to problems are realistic and practical in terms of the scenario</li> </ul>	<ul style="list-style-type: none"> <li>◆ solutions to problem are feasible but pay basic regard to practicality or viability</li> </ul>
<ul style="list-style-type: none"> <li>◆ convincingly argues and shows links between discussions and conclusions, demonstrating comprehensive knowledge and understanding as well as analysis and evaluation skills</li> </ul>	<ul style="list-style-type: none"> <li>◆ argues and justifies conclusions in an acceptable way with some links discussions</li> </ul>
<ul style="list-style-type: none"> <li>◆ provides evidence of possible alternative approaches and arguments as well as an understanding of different interpretations</li> </ul>	<ul style="list-style-type: none"> <li>◆ provides evidence of one approach to solve an issue</li> </ul>

## Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

### Support notes

This Unit consists of a three hour, closed-book examination, covering five key topics. The questions associated with each key topic should be focussed on knowledge and skills that candidates should be expected to be able to readily recall, integrate and apply. The purpose of the examination is to prove the candidates' ability to explain, apply and integrate knowledge gained from the Units that comprise the course, but also it provides the opportunity for candidates to achieve a grade for the examination that reflects the depth and scope of their knowledge and understanding.

Key topics	Content*
<b>Travel and Tourism</b> (current trends, future potential, impacts of travel and tourism, mass and niche tourism markets, tourist motivations)	Evaluation of a variety of tourism activities, travel options, niche markets and experiences. Examples from the activity tourism sector.
<b>Sustainable Tourism</b> (impacts of tourism: positive and negative, community development, local products, eco-tourism, greening the product, accreditation schemes)	Critical analysis of environmental concerns and issues of sustainability, with regard to tourism and rural communities. Integration of sustainability and activity tourism.
<b>Rural Business Diversity</b> (markets for diversified activities, key rural factors- including social factors and environmental factors, problems and solutions for rural areas and rural businesses, feasibility reports, sources of finance)	Evaluate current and topical rural business related management issues. Analysis of the management of change and integration of diversity with sustainability and marketing
<b>Markets for Activities and Events</b> (price, product, place and promotion for activities and events, feasibility studies, marketing plans)	Evaluate the relationship between production and market requirements and promotion, placement and pricing of products. Integration with environmental needs, concerns and issues of sustainability
<b>Rural areas, communities and development</b> (rural development projects past, present and future, bottom-up and top-down approaches)	Identification and evaluation of schemes and initiatives aimed at the development of rural areas. Integration with rural diversity, activities, sustainability and marketing of developments.

\* For all the above key topics, the examination questions should challenge the candidates to apply their knowledge of the topic area and allow candidates to demonstrate a response that integrates the key topics as well as evaluating past, current and future issues. All responses must be supported with relevant examples.

The defined mandatory Units could be scheduled for the first and second terms so that candidates have time to consolidate and deepen their knowledge and understanding by private study and background reading before the examination towards the end of the academic session.

## **Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)**

It would be beneficial if candidates gained experience of an examination type assessment during the delivery of the award so that they feel comfortable with the format. There could be discussions with candidates on examination technique, which should include the timing, the significance of the verbs used in questions, the need to ascertain the scope of the question, and planning responses. Feedback on sample responses (formative assessment) would sharpen their examination techniques.

The examination should be completed under normal examination conditions. That is at a defined time advertised well in advance, in a quiet venue with effective invigilation facilities. Candidates should be provided with clear information regarding examination resits.

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)



## General information for candidates

This is a single credit Graded Unit (Examination) at SCQF level 8.

This Graded Unit is designed to assess your ability to recall, integrate and apply the essential knowledge and understanding required to meet the principal aims of the HND Activity Tourism award. The assessment is a closed-book examination lasting 3 hours, held towards the end of the course, which draws together elements from the following defined Units of the Activity Tourism programme:

DK0835: Influences on the Travel and Tourism Industries

F566 35: Tourism: Sustainability and Rural Communities

F2EF35: Rural Business Diversification

D4WG35: Managing an Event

The examination consists of questions in five areas related to key aspects of the above Units. These areas are:

- ◆ Travel and Tourism
- ◆ Sustainable Tourism
- ◆ Rural Business Diversity
- ◆ Markets for Activities and Events
- ◆ Rural Areas, Communities and Development

Each question has the marks for the question identified and the total number of marks available is 100. Assessors mark each section of the examination paper taking into account the criteria outlined. The marks for the examination are then aggregated to arrive at an overall mark for the examination. Assessors then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

- ◆ A = 70% — 100%
- ◆ B = 60% — 69%
- ◆ C = 50% — 59%

To pass the examination and achieve the Graded Unit, the candidate must achieve an overall mark of 50% or above, with each of the five sections of the examination paper achieving a pass. Candidates who fail the examination and are offered a re-sit opportunity must undertake a substantially different question paper.