

SQA Advanced Unit Specification

General information for centres

Unit title: Food Tourism and Culture

Unit code: HV72 48

Unit purpose: This Unit is designed to enable the candidate to develop an understanding of the nature of the relationship between ‘Food Tourism’ and culture within the provision of the UK tourism experience. Additionally, the Unit will evaluate the role of ‘Food Tourism’ and culture in reinforcing or creating an identity within the global tourism market. An understanding of the challenges and response of key networks will be developed through an in depth appraisal using secondary research. This Unit would be of benefit to candidates studying tourism, hospitality or related fields.

On completion of this Unit the candidate will be able to:

- 1 Investigate the relationship between ‘Food Tourism’ and culture.
- 2 Evaluate the role of food as a tool for establishing identity in the global tourism market.
- 3 Appraise the role of food networks in the integration of food and culture within the UK tourism experience.

Credit points and level: 1 SQA 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 National 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should have a basic understanding of ‘Food Tourism’. This may be evidenced by having completed the Unit *Scottish Tourism Product: Niche Markets HV7D 47* (SCQF level 7) or an equivalent Unit of study.

The possession of Higher English or Core Skill *Communication* at SCQF level 6, or an equivalent level, and the ability to carry out secondary research and reference material is also recommended.

Core Skills: There are 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. There will be no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is taught 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.

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Assessment: Outcome 1 could be assessed either by a written or oral extended response questions using open-book format.

Outcome 2 could be assessed using extended response questions. Alternatively, Outcomes 2 and 3 could be assessed by one report covering both Outcomes, that requires the candidate to research and present findings.

Outcome 3 could be assessed using extended response questions. Alternatively, Outcomes 2 and 3 could be assessed by one report covering both Outcomes, that requires the candidate to research and present findings.

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SQA Advanced Unit Specification: statement of standards

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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

Investigate the relationship between 'Food Tourism' and culture

Knowledge and/or Skills

- ◆ Local food and culture
- ◆ Artisan producers
- ◆ Cultural tourism
- ◆ Added value

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that in relation to the tourism experience they can:

- ◆ for three local foods that are regarded as cultural tourism products, investigate four reasons for each for their inclusion within a cultural tourism experience
- ◆ explain the term 'artisan producer' and provide examples of three artisan food producers active in the tourism sector
- ◆ investigate and provide three examples of product development whereby local food has added-value to the cultural tourism experience

Assessment Guidelines

Candidates will be required to produce written or oral evidence to cover all the above requirements. This may be done by using open-book extended response format.

Outcome 2

Evaluate the role of food as a tool for establishing identity in the global tourism market

Knowledge and/or Skills

- ◆ Global tourism market
- ◆ Identity
- ◆ Food town designations
- ◆ Slow Food

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Evidence Requirements

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

- ◆ examine the concept of the global tourism market and identify three challenges faced by local artisan food producers within the global tourism market
- ◆ evaluate one example of a food town within the UK and describe how food has given added value to its tourism, culture and identity
- ◆ investigate the historical background to ‘slow food’ within the UK and provide one example of a UK ‘slow food’ destination

Assessment Guidelines

This Outcome could be assessed independently by extended response questions. Alternatively, assessment of Outcome 2 could be combined with Outcome 3 as a single assessment event covering all Outcomes in the form of a report that requires the candidate to research and present findings.

Outcome 3

Appraise the role of food networks in the integration of food and culture within the UK tourism experience

Knowledge and/or Skills

- ◆ UK food networks
- ◆ Integrated tourism development

Evidence Requirements

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

- ◆ investigate two examples of UK regional food networks and evaluate the role and challenges faced by the networks in creating an identity within the global tourism market
- ◆ explain the term ‘integrated tourism development’
- ◆ provide researched evidence of two examples of UK networks that have used the relationship between ‘Food Tourism’ and culture in business development

Assessment Guidelines

This Outcome could be assessed independently by extended response questions. Alternatively, assessment of Outcome 3 could be combined with Outcome 2 as a single assessment event covering all Outcomes in the form of a report that requires the candidate to research and present findings.

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Administrative Information

Unit code:	HV72 48
Unit Title:	Food Tourism and Culture
Superclass category:	NK
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Version	Description of change	Date

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

SQA Advanced Unit specification: support notes

Unit title: Food Tourism and Culture

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 should be delivered preferably after the Unit *Scottish Tourism Product: Niche Markets* HV7D 47 (SCQF level 7) or an equivalent Unit of study.

Outcome 1

Local food and culture — explanation of ‘local food’ in terms of tourism market (local, regional, national), local cuisine, local specialities, trends (growth of farmers markets, farm shops, adding value to tourism experience).

Artisan producers — definition of ‘artisan’, artisan production, other small producers, lifestyles, producers, artisan products and outlets, role in tourism experience.

Cultural tourism — definition of cultural (high culture, popular culture low culture), food tourism as a cultural product (local customs, role of food in local, regional and national cuisine), international and domestic markets cultural expectations (National Agencies and public domain market research).

‘Food Tourism’ and culture will be examined in the context of UK-wide issues and examples and regional examples may be drawn from the candidates’ immediate locality.

Outcome 2

Global tourism market — impact of globalisation, World Tourism Organisation (WTO) market research, global trends regarding food and culture.

Identity — role of identity, image, branding (function of, business benefits), place branding, cultural identity (UK, national, regional and local).

Food town designations — examples of UK food towns (for example Ludlow, Castle Douglas), importance of designation with relevance to tourism and local culture, SME’s and food towns, food towns in regional development.

Added Value — fosters job creation, stimulates local businesses especially in regional areas, enhances food products and differentiation in international and domestic tourism markets.

‘Slow Food’ — historical background to slow food movement, for example Cittaslow (set up to counter fast food and globalisation impacts), CittaSlow UK (criteria, organisation), UK CittaSlow designations.

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Outcome 3

UK food networks increasingly the building of networks are essential to counter the impact of globalisation in tourism markets — role and membership of networks, challenges in creating an identity, use of local foods, role in tourism experience, role in regional development, funding of networks, specific examples (may include Taste of Arran, Ayrshire Food network).

Integrated tourism development — role of ‘Food Tourism’ and culture in other key networked Agencies development strategy, EU funded network projects (historic such as LEADER+, 2007-13 EU Rural Development Programme).

Guidance on the delivery and assessment of this Unit

Outcome 1

Peer discussion groups of ‘what constitutes local cuisine’ at a local, regional and national level. Lectures and group/class exercises aimed to stimulate the debate on the relationship between ‘Food Tourism’ and culture. Investigation of secondary sources of UK tourism data sets especially food tourism and cultural trends identification, national and regional organisations with a remit for tourism promotion and development. Written or oral evidence to cover all the above requirements using open-book extended response format could be used to collect evidence.

Outcome 2

Candidates may be guided to secondary research drawn from the World Tourism Organisation (WTO), other national agency data sets and other relevant information in the public domain, to identify the challenges faced by the SME sector in the global tourism market.

Lecture material providing relevant up-to-date information and directing candidates to additional secondary information will support the learning experience. Where possible it is advisable to support all in-house learning with external visits or speakers to ensure industry relevance and enable the candidate to build on their networks of contacts.

An extended response format could be used to collect evidence for this Outcome. Alternatively, assessment of Outcome 2 could be combined with assessment of Outcome 3 using a single report covering both Outcomes.

Outcome 3

Candidates will be introduced to a range of exemplars of food networks with a focus on culture and tourism. This exemplar material would be enhanced with either a visit to a member of the identified network (where practical) or from a guest speaker; this learning experience would add value to the candidates learning and assist the candidate in acquiring a more acute understanding of the value of and benefits of industry networks with respect to ‘Food Tourism’ and culture. Additionally, candidates should be asked to source other examples to support their learning.

An extended response format could be used to collect evidence for this Outcome. Alternatively, assessment of Outcome 3 could be combined with assessment of Outcome 2 using a single report covering both Outcomes.

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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. 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 a 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.

Outcome 2

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

Outcome 3

As the candidate is involved in research and presentation of evidence, the Core Skill components of either Written or Oral Communication 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.

Equality and inclusion

This Unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

General information for candidates

Unit title: Food Tourism and Culture

This Unit is designed to enable you to develop an understanding of the nature of the relationship between 'Food Tourism' and culture within the provision of the UK tourism experience. Additionally, the Unit will explore the role of 'Food Tourism' in reinforcing and strengthening cultural identity in the global tourism market.

Lectures supported by examples and (where practical) industry visits/speakers will form the main delivery of this Unit. You will engage in peer group discussions of 'what constitutes local cuisine' at a local, regional and national level. Lectures and group/class exercises aimed to stimulate the debate on the relationship between 'Food Tourism' and culture will be encouraged as will the investigation of secondary sources of the World Tourism Organisation (WTO) and UK tourism data sets relevant to the study of 'Food Tourism' and culture.

As you may have knowledge of the UK tourism industry gained from SCQF level 6/7 tourism related Units, this will enable a wider understanding of where 'Food Tourism' and culture integrate within tourism development. You will investigate Case Study material both in class and through secondary research that demonstrates the role of 'Food Tourism' when integrated within the cultural tourism development. This Unit would be of benefit to candidates studying tourism, hospitality or related fields.

'Food Tourism' and culture will be looked at in the context of UK wide issues and examples and regional examples may be drawn from your immediate locality.

Each Outcome could be assessed independently by extended response questions. Alternatively, assessment of Outcome 2 could be combined with assessment of Outcome 3 using a single report covering both Outcomes and requiring you to research and present findings.

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 *Working with Others*, all at SCQF level 6 however there will however be no automatic certification of Core Skills or Core Skill components.