



Higher National Graded Unit specification

General information for centres

This Graded Unit has been validated as part of the HNC 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: Tourism: Graded Unit 1

Graded Unit code: DK0D 34

Type of Graded Unit: Project

Assessment Instrument: Case Study

Credit points and level: 1HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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 HNC Tourism:

- ◆ Develop research and study skills.
- ◆ Develop ability to manage and absorb large amounts of information.
- ◆ Develop the ability to take responsibility for one's own learning.
- ◆ Develop key skills and knowledge in marketing and customer service applied to the tourism sector.
- ◆ Develop sound product knowledge of the Scottish Tourism Product.
- ◆ Develop generic skills in ICT, communication and personal effectiveness.
- ◆ Develop an understanding of the industry, how it is structured and operates.

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 the above specific aims prior to undertaking this Graded Unit:

- ◆ Applying Marketing Principles in Travel and Tourism (DK0E 34)
- ◆ Structure of the Travel and Tourism Industry (DJ9W 34)
- ◆ Providing Information on the Scottish Tourism Product (DK03 34)
- ◆ Creating a Culture of Customer Care (DJ42 34)
- ◆ Developing Skills for Personal Effectiveness (DF4D/E/F 33/34/35)

General information for centres (cont)

Core Skills: There is no automatic certification of core skills or a core skill component as part of this Graded Unit. However there may be opportunities to develop the core skill of *Problem Solving*.

Assessment: This Graded Unit will be assessed by the use of case study. The ‘fleshed-out’ case study should provide the candidate with the opportunity to produce evidence that demonstrates she/he has met the aims of the Graded Unit that it covers.

Exemplar instruments of assessment and marking guidelines have been produced to indicate the national standard of achievement required at SCQF level 7.

Administrative Information

Graded Unit code: DK0D 34
Graded Unit title: Tourism: Graded Unit 1
Original date of publication: December 2006
Version: 03

History of changes:

Version	Description of change	Date
02	An amendment has been made to the word count for the report noted in the developing stage Evidence Requirements	18/12/06
03	Updated Graded Unit Specification. Minor tidying up of wording in Grade descriptions and minimum evidence requirements. Removal of word counts. Project marked out of 100.	20/05/10

Source: SQA

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

Graded Unit title: Tourism: Graded Unit 1

Conditions of assessment

The candidate should be given a date for completion of the case study. However, the instructions for the assessment task should be distributed to allow the candidate sufficient time to assimilate the details and carry out the assessment task. During the time between the distribution of the assessment task instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The assessment task should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the candidate's evidence at the time of the completion date.

The evidence for the project is generated over time and involves three distinct stages, where each stage has to be achieved before the next is undertaken. Thus any reassessment of stages must be undertaken before proceeding to the next stage.

If a candidate fails the project overall or wishes to upgrade, then this must be done using a *substantially different* project, ie all stages are undertaken using a new project, assignment, case study, etc. In this case, a candidate's grade will be based on the achievement in the **reassessment**.

At this level, candidates should work independently. It is up to Centres to take responsible steps to ensure that the project is the work of candidates. For example, Centres may wish to informally question candidates at various stages on their knowledge and understanding of the project on which they have embarked. Centres should ensure that where research etc is carried out in other establishments or under supervision of others that the candidate does not receive undue assistance.

To ensure authentication of work it is advisable for candidates to complete a log or diary recording progress and tasks completed. There should be regular meetings between the tutor and candidate to review progress and these meetings should be recorded. The final evaluation must be completed under open-book test conditions.

Instructions for designing the assessment task

The assessment task is a project. The project undertaken by the candidate must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be familiar or unfamiliar to the candidate

The assessment task must require the candidate to:

- ◆ analyse the task and decide on a course of action for undertaking the project
- ◆ plan and organise work and carry it through to completion
- ◆ reflect on what has been done and draw conclusions for the future
- ◆ produce evidence of meeting the aims which this Graded Unit has been designed to cover

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

The candidate is to respond to a brief from a client, who may be an individual, such as a tourist, or an organisation such as a tour operator. The candidate will be required to provide evidence in response to the brief which displays his knowledge of the Scottish tourism product, the structure of the tourist industry and is responsive to the particular needs of the client. The brief will require the candidate to analyse the client's needs, provide detailed information and give conclusions and recommendations. The response will be in a format appropriate to the client's needs. This might be a report with appendices, letter with enclosures or email with attachments.

Guidance on grading candidates

Candidates who meet the minimum Evidence Requirements will have their achievement graded as C — competent, or 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 piece of work which:</p> <ul style="list-style-type: none"> ◆ has sufficient evidence for the three essential phases of the project, is produced to a high standard, and is quite clearly inter-related ◆ demonstrates an accurate and insightful interpretation of the project brief ◆ is highly focused and relevant to the tasks associated with the project brief ◆ is clear and well structured throughout and language used is of a high standard in terms of level, accuracy and technical content ◆ Includes a careful and considered reflection on the case study which is coherently related to the original aims ◆ effectively consolidates and integrates required knowledge, and skills ◆ demonstrates the candidate's ability to work autonomously with minimum support or revision 	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"> ◆ has sufficient evidence of the three essential phases of the project, is produced to an adequate standard ◆ demonstrates an acceptable interpretation of the project brief ◆ is focused and relevant to the tasks associated with the project brief ◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content ◆ has some limited reflection but is not comprehensive ◆ consolidates and integrates knowledge and skills but this may lack some continuity and consistency ◆ has required limited support during the project

Guidance on reasonable assistance in project based Graded Units is given in the publication *Guidance on the implementation of Graded Units in Higher National Certificates and Diplomas*.

Grade C must be commensurate with the minimum evidence requirements.

The project will be marked out of 100. Assessors will mark each stage of the project, taking into account the criteria outlined. The marks will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the candidate for this Graded Unit based on the following grade boundaries.

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

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

Note: the candidate must achieve all of the minimum evidence specified below for each stage of the project in order to achieve the Graded Unit.

Evidence Requirements

The project consists of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Note: The candidate must achieve **all of the minimum evidence** specified below for each stage of the project in order to pass the Graded Unit.

Project stage	Minimum Evidence Requirements
Stage 1 — Planning	<p>Planning (20%)</p> <ul style="list-style-type: none"> ◆ an analysis of what is demanded by the client brief, identifying key points and prioritising them ◆ the aims of the assessment task including research, development and evaluation ◆ timescales for achieving these aims ◆ identification of those aspects of the task which require further research ◆ identification of the methods of research and sources to be used ◆ identification of the most appropriate means of communication for the client ◆ completed plan should be concise and relevant <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Planning stage.</i></p>

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

Project stage	Minimum Evidence Requirements
<p>Stage 2 — Developing</p>	<p>Developing (60%)</p> <p>The Case Study will require the candidate to respond to a brief from a client which requests information. The evidence should comprise a response together with any associated appendices or research.</p> <p>A Case Study Response should be produced which includes evidence of:</p> <ul style="list-style-type: none"> ◆ a demonstration that the candidate has understood the brief, by providing an analysis of the case study scenario and summarising the main points ◆ a response to each of the main points which is appropriate, accurate and in sufficient detail to meet the client’s needs ◆ collection and collation of any research undertaken ◆ drawing conclusions ◆ presenting recommendations ◆ a covering letter, contents page or other introductory material appropriate to the means of communication chosen ◆ effective use of appendices ◆ a list of acknowledgements of sources and references <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Developing stage.</i></p>

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

Stage 3 — Evaluating	<p>Evaluation (20%)</p> <ul style="list-style-type: none">◆ briefly outline the case study◆ review and update the action plan in light of experience◆ assess the effectiveness of the action plan◆ assess the effectiveness of the research methods used◆ document any difficulties encountered or modifications to the chosen approach during the course of the project◆ identify any knowledge and skills which have been gained and/or developed◆ indicate how similar tasks would be approached in the future <p><i>The candidate must achieve all of the minimum evidence specified above in order to pass the Evaluating stage.</i></p>
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Higher National Graded Unit specification: instructions for designing the assessment task and assessing candidates (cont)

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