

-SQA-SCOTTISH QUALIFICATIONS AUTHORITY

HIGHER NATIONAL UNIT SPECIFICATION

GENERAL INFORMATION

-Unit Number- **5540247**
-Superclass- **NK**
-Title- **PRACTICAL APPROACH TO RURAL TOURISM**

-DESCRIPTION-

GENERAL COMPETENCE FOR UNIT: Collecting, collating, analysing and presenting information on specified rural tourism facilities.

OUTCOMES

1. describe the location, layout and accessibility of a range of selected rural tourism facilities;
2. collect, collate and analyse information relevant to the operation of a range of rural tourism facilities;
3. produce a report based on a rural tourism facility.

CREDIT VALUE: 1 HN Credit

ACCESS STATEMENT: Access is at the discretion of the centre. However, it would be beneficial if the candidate was in the possession of National Certificate Module 7110055 Communication 4, or equivalent.

For further information contact: Committee and Administration Unit, SQA, Hanover House, 24 Douglas Street, Glasgow G2 7NQ.

Additional copies of this unit may be purchased from SQA (Sales and Despatch section). At the time of publication, the cost is £1.50 (minimum order £5.00).

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STATEMENT OF STANDARDS

UNIT NUMBER: 5540247

UNIT TITLE: PRACTICAL APPROACH TO RURAL TOURISM

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME

1. DESCRIBE THE LOCATION, LAYOUT AND ACCESSIBILITY OF A RANGE OF SELECTED RURAL TOURISM FACILITIES

PERFORMANCE CRITERIA

- (a) Selection of the rural tourism facilities for investigation is appropriate to the objectives.
- (b) Description of the location, layout and accessibility of the selected rural tourism facilities is clear and concise.

RANGE STATEMENT

Rural Tourism facilities: accommodation provision; visitor attractions; travel/transport provision.

EVIDENCE REQUIREMENTS

Written and/or oral evidence of maps, plans and diagrams, which satisfies all of the performance criteria and all of the items listed in the range statement.

OUTCOME

2. COLLECT, COLLATE AND ANALYSE INFORMATION RELEVANT TO THE OPERATION OF A RANGE OF SELECTED RURAL TOURISM FACILITIES

PERFORMANCE CRITERIA

- (a) Collection of basic management data and information is appropriate and valid and from primary and secondary sources.
- (b) Collation of basic management data and information is appropriate and logically sequenced.

- (c) Analysis of the basic management data and information is accurate in relation to the objective of the businesses.

RANGE STATEMENT

Primary sources: business operators; visitor surveys.

Secondary sources: tourist boards statistics; literature reviews.

Business objectives: financial; personal/family.

EVIDENCE REQUIREMENTS

Written and/or oral evidence is required including reports on visits made, which satisfies all of the performance criteria and all of the items listed in the range statement.

OUTCOME

- 3. PRODUCE A REPORT BASED ON A RURAL TOURISM FACILITY

PERFORMANCE CRITERIA

- (a) The description of the specific business objectives is accurate.
- (b) The explanation of the operation of the rural tourism facility is comprehensive.
- (c) The presentation of the report is clear, accurate, neat and concise and in keeping with standard report structure.

RANGE STATEMENT

Standard report structure; introduction; content/context; conclusions; references; bibliography; appendices; acknowledgments.

EVIDENCE REQUIREMENTS

Evidence in the form of a standard report which satisfies all the performance criteria and the items listed in the range statement.

MERIT A candidate who achieves all the performance criteria for all outcomes will be awarded a pass. A pass with merit will be awarded to a candidate who has successfully achieved all outcomes of the unit and in addition has consistently demonstrated superior performance in respect of some or all of the following criteria:

- (a) skillful integration of information from a variety of sources;
- (b) a high standard of presentation, structure and language
- (c) depth of research;
- (d) ability to interpret, extract and evaluate information;
- (e) logical and clear explanations including the use of visual aids if appropriate.

N.B. In order to qualify for merit, work submitted must be the candidates own. This means that merit cannot be awarded if, having handed in work below merit standard, additional help is required (other than the usual remediation provided following a failure at the first attempt) for the production of meritorious work at the second attempt.

ASSESSMENT

In order to achieve this unit, candidates are required to present sufficient evidence that they have met all the performance criteria for each outcome within the range specified. Details of these requirements are given for each outcome. The assessment instruments used should follow the general guidance offered by the SQA assessment model and an integrative approach to assessment is encouraged. (See references at the end of support notes).

Accurate records should be made of the assessment instruments used showing how evidence is generated for each outcome and giving marking schemes and/or checklists, etc. Records of candidates' achievements should be kept. These records will be available for external verification.

SPECIAL NEEDS

Proposals to modify outcomes, range statements or agreed assessment arrangements should be discussed in the first place with the external verifier.

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SUPPORT NOTES

UNIT NUMBER: 5540247

UNIT TITLE: PRACTICAL APPROACH TO RURAL TOURISM

SUPPORT NOTES: This part of the unit specification is offered as guidance. None of the sections of the support notes is mandatory.

NOTIONAL DESIGN LENGTH: SQA allocates a notional design length to a unit on the basis of time estimated for achievement of the stated standards by a candidate whose starting point is as described in the access statement. The notional design length for this unit is 40 hours. The use of notional design length for programme design and timetabling is advisory only.

PURPOSE This unit is suitable for the candidate interested in gaining an understanding of rural tourism enterprises and the basic management principles which underline them from a practical and self discovery viewpoint.

CONTENT/CONTEXT This unit should be taught in the general context of the developing and changing uses for rural areas, from primary production to those of support industries and the service economy. Particular emphasis will be given to visits made, either organised by the individual candidate themselves, or more likely, as part of a group visit to a rural tourism enterprise or facility. Guest lectures by business operators and developers may also be used.

This should enable the candidate to gain an understanding into the changing nature of the countryside, the reasons for such developments and the factors which contribute to the success, or otherwise, of rural tourism ventures.

Candidates will be encouraged to gather literature, advertising posters and leaflets for individual attractions and venture, consult with texts and annual reports produced by Tourist Boards, Enterprise Companies, Association of Scottish Visitor Attractions etc. as well as undertaking some individual research, in order to present a detailed report concerning one selected rural tourism facility. This, along with field visits, will provide an integral part of the student centred learning approach and help to develop analytical, descriptive, critical and diagrammatical skills, as well as increasing the self-confidence of the candidate.

Corresponding to Outcomes 1-3:

1. Geographical location, related to the communication network, for visitors to gain access. Seasonal patterns of demand, facilities provided (in term of quantity, quality and layout).
Accommodation provision ranging from campsites, campbarns, self-catering bothies and chalets, bed and breakfast, guest houses, to hotels.

Visitor attractions ranging from working businesses, farm parks, theme parks, craft and heritage attractions, rural museums, to activity providers (outdoor pursuits, pony trekking, field sports, walking guided tours etc). Transport provision may include minibuses for guided tours, coach operators, light aircraft and helicopters, animals providing motive power.

2. Basic management data will include the objectives for the business as well as the original business development plans and annual reports (as available), finance sources, sources of advice, visitor survey data and statistics, occupancy and utilisation rates, seasonal trends, pricing policy.
3. The business may be selected according to its setting novelty value, originality, objectives or its noted success in the rural tourism field. The report allows the candidate to present facts as well as personal views and conclusions. The way the report is presented may differ considerably between candidates, as some may word process their submissions, use complex computer generated graphics and incorporate many diagrams, graphs, piechart as well as the cut and paste techniques from the brochures and literature gathered.

APPROACHES TO GENERATING EVIDENCE A practical approach is recommended with maximum exposure to actual business practice. Organised visits, field research and guest speakers, either in college or on site, could be incorporated into the teaching/learning approach.

ASSESSMENT PROCEDURES A portfolio of descriptions and brief reports of visits made, both as part of the organised part of the college course and on an individual basis may form the basis of the assessment for outcomes 1 & 2. the detailed, in depth report for a selected rural tourism facility for outcome 3 will allow the candidate scope for original research and presentation skills.

REFERENCES

1. Guide to unit writing.
2. For a fuller discussion on assessment issues, please refer to SQA's Guide to Assessment.
3. Information for centres on SQA's operating procedures is contained in SQA's Guide to Procedures.
4. For details of other SQA publications, please consult SQA's publications list.

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