



National Unit specification: general information

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

Unit code: H0BD 12

Superclass: NK

Publication date: January 2012

Source: Scottish Qualifications Authority

Version: 02

Summary

This Unit is primarily intended to give the candidates an understanding of the diversity of the activity and special interest tourism sector in Scotland. Candidates will learn about appropriate industry terminology and the wider tourism industry. Candidates will develop knowledge of the opportunities for tourists to engage in activities and special interest pursuits.

The Unit also creates an awareness of the economic, social and environmental impacts associated with the development of activity tourism in Scotland.

This is a mandatory Unit within the National Certificate in Activity Tourism (SCQF level 6) but is also available for candidates wishing to study the Unit on its own.

This Unit is suitable for candidates who are interested in working in the activity tourism sector — school leavers, adults returning to education or candidates progressing from the NPA in Activity Tourism.

Outcomes

- 1 Explain the concept of activity tourism and special interest pursuits, using associated industry terminology.
- 2 Identify the main activity tourism and special interest pursuits available to tourists in Scotland, their locations and potential for growth.
- 3 Analyse the impacts of activity tourism and special interest pursuits in Scotland.

General information (cont)

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Recommended entry

While entry is at the discretion of the centre, it would be beneficial if candidates have attained one of the following, or equivalent:

- ◆ English or a Social Subject SCQF 4 level or above
- ◆ NPA in Activity Tourism at SCQF Level 4
- ◆ Activity Tourism: An Introduction (SCQF Level 4)

Credit points and level

1 National Unit credits at SCQF level 6 (6 SCQF credit points at SCQF level 6)

**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.*

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

- ◆ Critical Thinking at SCQF level 4

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

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

Outcome 1

Explain the concept of activity tourism and special interest pursuits, using associated industry terminology.

Performance Criteria

- (a) Define travel and tourism terms in accordance with standard industry practice.
- (b) Define the categories of the activity tourism and special interest pursuits sector.
- (c) Describe the growth of activity tourism and special interest pursuits in Scotland.

Outcome 2

Identify the main activity tourism and special interest pursuits available to tourists in Scotland, their locations and potential for growth.

Performance Criteria

- (a) Identify the main activity tourism and special interest pursuits available in Scotland.
- (b) Locate accurately the main areas where tourists can participate in a range of activity tourism and special interest pursuits.
- (c) Describe potential growth areas in activity tourism and special interest pursuits in Scotland.

Outcome 3

Analyse the impacts of activity tourism and special interest pursuits in Scotland.

Performance Criteria

- (a) Compare a selection of activity tourism and special interest pursuits in terms of the socio-cultural impacts in Scotland.
- (b) Compare a selection of activity tourism and special interest pursuits in terms of the economic impacts in Scotland.
- (c) Compare a selection of activity tourism and special interest pursuits in terms of the environmental impacts in Scotland.

National Unit specification: statement of standards (cont)

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Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria.

Outcomes 1 and 2

Written and/or oral recorded evidence will be produced under supervised closed-book conditions.

Evidence must include:

- ◆ a definition of a minimum of seven travel and tourism terms from the following, in accordance with standard industry practice:
 - tourism
 - tourist
 - excursionist
 - domestic tourism
 - inbound tourism
 - outbound tourism
 - tourist generating country
 - tourist receiving country
 - incentive tourism
 - tour operator
 - independent travel
 - eco-tourism
 - sustainable tourism
 - responsible tourism
 - activity and special interest pursuits

- ◆ a definition of a minimum of four of the following categories of activity and special interest pursuits:
 - active aquatic
 - active terrestrial
 - passive aquatic
 - passive terrestrial
 - hard adventure
 - soft adventure
 - adrenaline activities

- ◆ a description of the growth of one active and one passive activity in Scotland based on statistical data

National Unit specification: statement of standards (cont)

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- ◆ identification of a minimum of three examples of activity tourism or special interest pursuits available in Scotland for a minimum of four (12 in total) of the following categories:
 - active aquatic
 - active terrestrial
 - passive aquatic
 - passive terrestrial
 - hard adventure
 - soft adventure
 - adrenaline activities
- ◆ the ability to locate on a map a minimum of two geographical areas where it is possible to participate in all examples given above.
- ◆ a description of a minimum of two potential growth areas in activity tourism and special interest pursuits in Scotland

Outcome 3

Written and/or oral recorded evidence is required to demonstrate that candidates have achieved the Outcomes and Performance Criteria.

Evidence must include:

- ◆ a comparison of the socio cultural, economic and environmental impacts for two activity tourism or special interest pursuits in a chosen area of Scotland

This is an open-book assessment.

In this Outcome candidates must carry out independent research into the impacts of two activities in their chosen area. Evidence will be presented as a report or oral presentation, discussing and comparing the impacts of the two activities.

National Unit specification: support notes

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

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 a mandatory Unit within the National Certificate in Activity Tourism (SCQF level 6), but can also be taken as a free-standing Unit.

This Unit provides the opportunity for candidates who studied *Activity Tourism Industries: An Introduction* (SCQF level 4) to build upon their knowledge and skills. In addition this Unit enables candidates to develop the skill of locating activity and special interest pursuit destinations on a map and identifying characteristics of the area essential to the participation of such activities.

Investigation into activities and special interest pursuits should be as complete as possible and should not be restricted to traditional activity tourism sectors but also include other non-traditional activity pursuits, eg art, yoga, cookery.

The identification of activities and pursuits should include:

- ◆ terrestrial and aquatic based activities
- ◆ passive and active pursuits
- ◆ individual and group pursuits

Activity and special interest pursuit tourism should be placed in the context of the wider industry. Candidates should be given a general introduction to the travel and tourism industry and a number of industry terminologies. Candidates should also be introduced to the significance and importance of activity and special interest pursuits to the Scottish tourism industry and Scottish economy. Where available, current statistical data must be used to exemplify. National growth areas of the activity and special interest pursuit sector should be investigated, it is suggested that centres concentrate on mountain biking, skiing, golf and walking.

National Unit specification: support notes (cont)

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

When identifying the geographical locations where activity and special interest pursuits take place consideration should be given to a breadth of locations including, but not limited to:

- ◆ urban centres
- ◆ mountain ranges
- ◆ main rivers
- ◆ lochs and estuaries
- ◆ coast lines
- ◆ forest parks
- ◆ nature reserves
- ◆ national parks
- ◆ countryside and scenic areas

The Unit also provides for the candidate to develop an awareness of the positive and negative impacts arising from activity and special interest pursuit tourism, and where appropriate, how the local community is/or will be affected by the activity or special interest pursuits sector. This investigation should provide a central focus for the content of the Unit. Consideration should be given to the socio-cultural impacts for example the influx of tourists into rural areas and associated problems/benefits, the economic impacts associated with increased employment opportunities or the development of infrastructure and environmental impacts ranging from degradation of land, pollution the impact on wildlife and conservation and preservation issues.

Guidance on learning and teaching approaches for this Unit

The Outcomes of this Unit are best delivered in sequence as Outcomes 1 and 2 provide the basic underpinning knowledge which is then built upon in Outcome 3.

Outcome 1 and 2

Learning and teaching should reflect a candidate-centred practical approach. However, some formal teacher/lecturer led sessions may be required to explain key points, concepts and terminology in Outcome 1. Throughout Outcome 2 emphasis should be placed on a more task oriented approach which is imaginative to stimulate and maintain initial interest. Delivery of the Outcome should maximise use of up to date tourism materials (maps, brochures, guidebooks, trade publications, web based resources, statistics and research material) to ensure the breadth of knowledge required in the Unit.

The candidate should develop an understanding of the different types of activities or pursuits including the equipment and facilities necessary for participation. Tutors should place importance on the geographical location of the different activities or pursuits and aspects of accessibility, geographical characteristics and limitations. The type of environment required for different activities and pursuits should be broadly covered encompassing, water, land and/or air. Practical visits to activity tourism or special interest providers could further enhance the candidates learning experience.

National Unit specification: support notes (cont)

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

Outcome 3

In order to prepare candidates for investigation and research into a geographical location of their choice, well documented case studies should be examined which highlight the impacts that activity and special interest tourism has had on areas of Scotland.

Local impacts should consider the local community, for example: increased visitor numbers and potential employment opportunities arising from this; related to the enterprises and related to services required for visitors such as accommodation, food, shopping and other activities. Furthermore, more people may remain in rural communities which can have knock-on effects for local amenities such as maintaining local school provision and local shops continuing to trade. Some negative impacts might include traffic congestion and pollution, increased demand on local resources, noise pollution, litter and disturbance. Environmental impacts could include positive aspects such as awareness raising and education, but also negative impacts such as path erosion, disturbance to wildlife, habitat destruction, litter, fire lighting, use of natural resources and pollution arising from travel. Economic impacts of activity tourism enterprise operation will usually be expected to be positive, by increasing employment opportunities and entrepreneurial opportunities. Inward investment may also be stimulated. These identified impacts can be grouped broadly into social, environmental and economic impacts, thus reflecting the three strands of sustainable development. In understanding these strands of sustainable development, operators and participants can strive to become more sustainable in their provision and participation in activity tourism pursuits.

Examples from a global context can also be used to further emphasise impacts. Knowledge and understanding of the impacts of tourism can be enhanced by information provided from relevant industry speakers, videos and documentaries, tutor-led discussions and debates. The impact of activity and special interest pursuits on local environments, where possible, should be placed in context and candidates would benefit from investigation, through a visit to an area where activities and pursuits are carried out. Primary research using discussions/interviews with local activity providers, residents and participants should be considered if appropriate and not seen to be intrusive. Tutor led discussion sessions could be used for the exchange of ideas and information with candidates learning from each other's experiences and research findings.

National Unit specification: support notes (cont)

Unit title: Activity Tourism and Special Interest Pursuits: An Introduction (SCQF level 6)

Guidance on approaches to assessment for this Unit

The following approaches to assessment are suggested:

Outcomes 1 and 2

The assessment for Outcomes 1 and 2 should be conducted at an appropriate time, normally at the end of Outcome 2. The assessment could consist of short answer and restricted response questions to be produced under closed-book supervised conditions.

Outcome 3

The assessment for Outcome 3 could involve the completion of a case study/project on the impacts of two activity and special interest pursuits in an area of Scotland of their choice. As this is a substantial piece of work, time should be allocated to allow candidates to carry out research within allocated class contact time; however the case study will probably require work to be carried out by the candidate in their own time. Assessments should be submitted by an agreed date and to industry standards. Satisfactory performance will be determined by attainment of all Performance Criteria. The case study and conclusions drawn could be presented as a written report or a short presentation.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

Candidates will produce an analysis of the impacts of activity and special interest pursuits in Scotland. This provides ideal opportunities for candidates to develop skills in planning and organising research, analysis of information, using information technology, and report writing or presentation skills. As candidates are working on this Unit they will be developing aspects of the Core Skills in *Communication, Information and Communication Technology (ICT)* and *Problem Solving*.

This Unit has the Problem Solving component of Critical Thinking embedded in it, so when the candidate achieves this Unit their Core Skills profile will be updated to show they have achieved Critical Thinking at SCQF level 4.

National Unit specification: support notes (cont)

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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

History of changes to Unit

| Version | Description of change | Date |
|---------|---|------------|
| 02 | Core Skills Component Critical Thinking at SCQF level 4 embedded. | 19/01/2012 |
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