



## Qualification Specification for:

### **OCN NI Level 3 Award in Travel and Tourism**

➤ Qualification No: 610/3129/X

### **OCN NI Level 3 Certificate in Travel and Tourism**

➤ Qualification No: 610/3127/6

### **OCN NI Level 3 Extended Certificate in Travel and Tourism**

➤ Qualification No: 610/3122/7

### **OCN NI Level 3 Diploma in Travel and Tourism**

➤ Qualification No: 610/3121/5

### **OCN NI Level 3 Extended Diploma in Travel and Tourism**

➤ Qualification No: 610/2950/6

## Qualification Regulation Information

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### **OCN NI Level 3 Award in Travel and Tourism**

Qualification Number: 610/3129/X

### **OCN NI Level 3 Certificate in Travel and Tourism**

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### **OCN NI Level 3 Diploma in Travel and Tourism**

Qualification Number: 610/3121/5

### **OCN NI Level 3 Extended Diploma in Travel and Tourism**

Qualification Number: 610/2950/6

Operational start date: 15 July 2023

Operational end date: 14 July 2028

Certification end date: 14 July 2031

Qualification operational start and end dates indicate the lifecycle of a regulated qualification. The operational end date is the last date by which learners can be registered on a qualification and the certification end date is the last date by which learners can claim their certificate.

All OCN NI regulated qualifications are published to the Register of Regulated Qualifications (<http://register.ofqual.gov.uk/>). This site shows the qualifications and awarding organisations regulated by CCEA Regulation and Ofqual.

### **OCN NI Contact Details**

Open College Network Northern Ireland (OCN NI)  
Sirius House  
10 Heron Road  
Belfast  
BT3 9LE

Phone: 028 90463990

Web: [www.ocnni.org.uk](http://www.ocnni.org.uk)

## Foreword

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This document explains OCN NI's requirements for the delivery and assessment of the following regulated qualifications:

- **OCN NI Level 3 Award in Travel and Tourism**
- **OCN NI Level 3 Certificate in Travel and Tourism**
- **OCN NI Level 3 Extended Certificate in Travel and Tourism**
- **OCN NI Level 3 Diploma in Travel and Tourism**
- **OCN NI Level 3 Extended Diploma in Travel and Tourism**

This specification sets out:

- Qualification features
- Centre requirements for delivering and assessing the qualification
- The structure and content of the qualification
- Unit details
- Assessment requirements for the qualification
- OCN NI's quality assurance arrangements for the qualification
- Administration

OCN NI will notify centres in writing of any major changes to this specification. We will also publish changes on our website at [www.ocnni.org.uk](http://www.ocnni.org.uk)

This specification is provided online, so the version available on our website is the most up to date publication. It is important to note that copies of the specification that have been downloaded and printed may be different from this authoritative online version.

## Contents

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<b>Foreword</b> .....	<b>3</b>
<b>About Regulation</b> .....	<b>5</b>
OCN NI.....	5
<b>Qualification Features</b> .....	<b>6</b>
Sector Subject Area .....	6
Qualifications’ Aim.....	6
Qualifications’ Objectives .....	6
Qualification Target Group .....	7
Progression Opportunities.....	7
Entry Requirements.....	7
Qualification Support.....	7
Delivery Languages.....	7
<b>Centre Requirements for Delivering the Qualification</b> .....	<b>8</b>
Centre Recognition and Qualification Approval .....	8
Centre Staffing .....	8
Tutors .....	8
Internal Verification.....	9
<b>Structure and Unit Content</b> .....	<b>10</b>
<b>Summary Table of Units</b> .....	<b>11</b>
Unit Grading Structure.....	13
Qualification Grading Structure .....	13
Rationale for Grading Across the Units .....	14
<b>Unit Details</b> .....	<b>19</b>
<b>Quality Assurance of Centre Performance</b> .....	<b>55</b>
External Verification .....	55
Standardisation .....	55
<b>Administration</b> .....	<b>56</b>
Registration .....	56
Certification .....	56
Charges.....	56
Equality, Fairness and Inclusion.....	56
Retention of Evidence .....	56

## About Regulation

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### **OCN NI**

Open College Network Northern Ireland (OCN NI) is a regulated Awarding Organisation based in Northern Ireland. OCN NI is regulated by CCEA Regulation to develop and award professional and technical (vocational) qualifications from Entry Level up to and including Level 5 across all sector areas. In addition, OCN NI is regulated by Ofqual to award similar qualification types in England.

### **The Regulated Qualification Framework: an overview**

The Regulated Qualification Framework (RQF) was introduced on 1<sup>st</sup> October 2015: the RQF provides a single framework for all regulated qualifications.

#### **Qualification Level**

The level indicates the difficulty and complexity of the knowledge and skills associated with any qualification. There are eight levels (Levels 1-8) supported by three 'entry' levels (Entry 1-3).

#### **Qualification Size**

Size refers to the estimated total amount of time it could typically take to study and be assessed for a qualification. Size is expressed in terms of Total Qualification Time (TQT), and the part of that time typically spent being taught or supervised, rather than studying alone, is known as Guided Learning Hours (GLH).

## Qualification Features

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### Sector Subject Area

#### 8.2 Travel and tourism

These qualifications relate to the following national occupational standards:

[NOS Finder - National Occupational Standards \(ukstandards.org.uk\)](https://www.ukstandards.org.uk)

[PPLTT46 Generate increased travel and tourism sales - National Occupational Standards \(ukstandards.org.uk\)](https://www.ukstandards.org.uk)

[PPLTT49 Develop and maintain relationships with face-to-face customers tourism operations - National Occupational Standards \(ukstandards.org.uk\)](https://www.ukstandards.org.uk)

[PPLTT52 Develop and maintain relationships with remote customers - National Occupational Standards \(ukstandards.org.uk\)](https://www.ukstandards.org.uk)

### Qualifications' Aim

The aim of the suite of OCN NI Level 3 in Travel and Tourism qualifications is to provide learners with knowledge of the core principles of travel and tourism. The qualification will prepare learners for a career in the travel and tourism industry and/or progression to higher level qualifications.

### Qualifications' Objectives

The objectives of the suite of OCN NI Level 3 in Travel and Tourism qualifications are to provide learners with skills and knowledge to understand:

- the travel and tourism industry including different travel and tourism destinations
- the importance of customer service within travel and tourism
- the accommodation industry
- the role of marketing in the travel and tourism industry
- how to promote and advertise visitor attractions
- how to organise global and cultural events
- the role of a holiday representative and a tour guide
- different career opportunities within the travel and tourism industry
- the cruise industry within travel and tourism
- the importance of sustainability within travel and tourism

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X

OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6

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OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5

OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6

Updated: 11 January 2024 v1.1

### Qualification Target Group

The suite of OCN NI Level 3 in Travel and Tourism qualifications are targeted at learners who currently are or intend to be employed within the travel and tourism industry.

### Progression Opportunities

The suite of OCN NI Level 3 in Travel and Tourism qualifications will enable progression into employment or onto higher level qualifications.

### Entry Requirements

Learners must be at least 16 years of age and have 4 GCSEs to include English at Grade C or above or equivalent.

### Qualification Support

A Qualification Support pack is available for OCN NI centres within the login area of the OCN NI website (<https://www.ocnni.org.uk/my-account/>), which includes additional support for teachers, eg planning and assessment templates, guides to best practice, etc.

### Delivery Languages

These qualifications are available in English only at this time. If you wish to offer the qualifications in Welsh or Irish (Gaeilge) then please contact OCN NI who will review demand and provide as appropriate.

## Centre Requirements for Delivering the Qualification

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### Centre Recognition and Qualification Approval

New and existing OCN NI recognised centres must apply for and be granted approval to deliver these qualifications prior to the commencement of delivery.

### Centre Staffing

Centres are required to have the following roles in place as a minimum, although a member of staff may hold more than one role\*:

- Centre contact
- Programme co-ordinator
- Assessor
- Internal Verifier

\*Note: A person cannot be an internal verifier for any evidence they have assessed.

Centres must ensure that staff delivering, assessing and internally verifying qualifications are both trained appropriately and competent to do so.

### Tutors

Tutors delivering the qualifications should be occupationally competent, qualified to at least one level higher than the qualifications and have a minimum of one year's relevant experience.

### Assessors

The qualifications are assessed within the centre and are subject to OCN NI's quality assurance processes. Units are achieved through internally set, internally assessed, and internally verified evidence.

#### **Assessors must:**

- be occupationally competent, qualified to at least one level higher than the qualification
- have a minimum of one year's relevant experience in the area they are assessing
- have direct or related relevant experience in assessment
- assess all assessment tasks and activities

## Internal Verification

OCN NI qualifications must be scrutinised through the centre's internal quality assurance processes as part of the recognised centre agreement with OCN NI. The centre must appoint an experienced and trained internal verifier whose responsibility is to act as the internal quality monitor for the verification of the delivery and assessment of the qualifications.

The centre must agree a working model for internal verification with OCN NI prior to delivery of the qualification.

### ***Internal Verifiers must:***

- have at least one year's occupational experience in the areas they are internally verifying
- attend OCN NI's internal verifier training if not already completed

Internal verifiers are required to:

- support tutors and assessors
- sample assessments according to the centre's sampling strategy
- ensure tasks are appropriate to the level being assessed
- maintain up to date records supporting the verification of assessment and learner achievement

## Structure and Unit Content

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### **OCN NI Level 3 Award in Travel and Tourism**

In order to achieve this qualification, the learner must achieve 10 credits from any of the optional units.

Total Qualification Time (TQT) for this qualification:	100 hours
Guided Learning Hours (GLH) for this qualification:	70 hours

### **OCN NI Level 3 Certificate in Travel and Tourism**

In order to achieve this qualification, the learner must achieve 20 credits from any of the optional units.

Total Qualification Time (TQT) for this qualification:	200 hours
Guided Learning Hours (GLH) for this qualification:	140 hours

### **OCN NI Level 3 Extended Certificate in Travel and Tourism**

In order to achieve this qualification, the learner must achieve 30 credits from any of the optional units.

Total Qualification Time (TQT) for this qualification:	300 hours
Guided Learning Hours (GLH) for this qualification:	210 hours

### **OCN NI Level 3 Diploma in Travel and Tourism**

In order to achieve this qualification, the learner must achieve 120 credits from any of the optional units.

Total Qualification Time (TQT) for this qualification:	1200 hours
Guided Learning Hours (GLH) for this qualification:	840 hours

### **OCN NI Level 3 Extended Diploma in Travel and Tourism**

In order to achieve this qualification, the learner must achieve all units - 180 credits.

Total Qualification Time (TQT) for this qualification:	1800 hours
Guided Learning Hours (GLH) for this qualification:	1260 hours

## Summary Table of Units

Unit Reference Number	OCN NI Unit Code	Unit Title	Credit Value	GLH	Level
<i>Optional units</i>					
<a href="#">J/650/4023</a>	CBF920	Understanding the Travel and Tourism Industry	10	70	Three
<a href="#">D/650/7721</a>	CBG311	Travel and Tourism Destinations	20	140	Three
<a href="#">T/650/4019</a>	CBF916	Customer Service	10	70	Three
<a href="#">M/650/4026</a>	CBF923	Visitor Attractions	10	70	Three
<a href="#">F/650/7722</a>	CBG312	Understanding the Accommodation Industry	10	70	Three
<a href="#">R/618/7161</a>	CBF395	Global and Cultural Events	10	70	Three
<a href="#">J/618/7156</a>	CBF390	Management of a Small Event	10	70	Three
<a href="#">R/650/4027</a>	CBF924	The Role of a Holiday Representative	10	70	Three
<a href="#">H/650/7723</a>	CBG313	Career Opportunities in the Travel and Tourism Industry	10	70	Three
<a href="#">L/650/4025</a>	CBF922	Tour Guiding	10	70	Three
<a href="#">J/650/7724</a>	CBG314	Marketing Travel and Tourism	10	70	Three
<a href="#">K/650/7725</a>	CBG315	Work Experience in the Travel and Tourism Industry	10	70	Three
<a href="#">T/650/4028</a>	CBF925	The Cruise Industry	10	70	Three
<a href="#">L/650/7726</a>	CBG316	Travel and Tourism Industry Working Relationships	10	70	Three
<a href="#">F/650/4021</a>	CBF918	Business Start-up	10	70	Three

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

<a href="#">M/650/7727</a>	CBG317	Research Trends, Issues and Sustainability in the Travel and Tourism Industry	20	140	Three
<a href="#">R/650/7728</a>	CBG318	Research and Plan a Travel and Tourism Visitor Experience	10	70	Three

## Unit Grading Structure

Each unit will be graded as Pass/Merit/Distinction/Fail. All units are internally assessed within this qualification, and each unit has specified assessment criteria at the Pass, Merit and Distinction unit grades.

### Unit grading matrix

#### Unit grading matrix

- To achieve a pass in a unit the learner must have successfully completed all of the pass assessment criteria in that unit
- To achieve a merit in a unit the learner must have successfully completed all of the pass and merit criteria in that unit
- To achieve a distinction in a unit the learner must have successfully completed all of the pass, merit and distinction criteria in that unit

## Qualification Grading Structure

The OCN NI Level 3 Award, Certificate and Extended Certificate will be graded overall as follows:

Pass  
Merit  
Distinction

The OCN NI Level 3 Diploma will be graded overall as follows:

Pass Pass  
Merit Pass  
Merit Merit  
Merit Distinction  
Distinction Distinction

The OCN NI Level 3 Extended Diploma will be graded overall as follows:

Pass Pass Pass  
Merit Pass Pass  
Merit Merit Pass  
Merit Merit Merit  
Merit Merit Distinction  
Merit Distinction Distinction  
Distinction Distinction Distinction

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

## Rationale for Grading Across the Units

Learners achieving a pass should have a sound knowledge and understanding of the area being assessed, the majority of assessment criteria (AC) are at pass level. Learners meeting all learning outcomes at pass standards stated in the AC in a unit will gain a pass for that unit.

Learners achieving a merit will have demonstrated that they can complete more complex tasks beyond the pass level; there are fewer ACs at these levels. Learners meeting all learning outcomes at pass standards, and where available also at merit standards stated in the AC in a unit will gain a merit for that unit.

Learners achieving a distinction will have demonstrated they can complete more complex tasks at a consistently high level, beyond the merit level; there are fewer ACs at these levels. Learners meeting all learning outcomes at pass standards, and where available also at merit and distinction standards stated in the AC in a unit will gain a distinction for that unit.

### Calculation of the Qualification Grade

The above grades are attained by gaining points for the successful achievement of each unit and the aggregation of those points and conversion to a qualification grade. The following table details the points allocated for pass, merit and distinction for each of the units within the qualification.

Unit Title	Unit Code	Credit Value	Points per unit grade		
			Pass	Merit	Distinction
Understanding the Travel and Tourism Industry	<a href="#">J/650/4023</a>	10	70	80	90
Travel and Tourism Destinations	<a href="#">D/650/7721</a>	20	140	160	180
Customer Service	<a href="#">T/650/4019</a>	10	70	80	90
Visitor Attractions	<a href="#">M/650/4026</a>	10	70	80	90
Understanding the Accommodation Industry	<a href="#">F/650/7722</a>	10	70	80	90
Global and Cultural Events	<a href="#">R/618/7161</a>	10	70	80	90
Management of a Small Event	<a href="#">J/618/7156</a>	10	70	80	90
The Role of a Holiday Representative	<a href="#">R/650/4027</a>	10	70	80	90
Career Opportunities in the Travel and Tourism Industry	<a href="#">H/650/7723</a>	10	70	80	90
Tour Guiding	<a href="#">L/650/4025</a>	10	70	80	90
Marketing Travel and Tourism	<a href="#">J/650/7724</a>	10	70	80	90
Work Experience in the Travel and Tourism Industry	<a href="#">K/650/7725</a>	10	70	80	90
The Cruise Industry	<a href="#">T/650/4028</a>	10	70	80	90
Travel and Tourism Industry Working Relationships	<a href="#">L/650/7726</a>	10	70	80	90
Business Start-up	<a href="#">F/650/4021</a>	10	70	80	90

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
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 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

Research Trends, Issues and Sustainability in the Travel and Tourism Industry	<a href="#">M/650/7727</a>	20	140	160	180
Research and Plan a Travel and Tourism Visitor Experience	<a href="#">R/650/7728</a>	10	70	80	90

The points per unit are added up and then converted to a qualification grade using the following tables:

**Points for the Qualification Grade Conversion**

Points range - Award	Grade
70 - 79	P
80 - 89	M
90 and above	D

Points range - Certificate	Grade
140 - 159	P
160 - 169	M
170 and above	D

Points range – Extended Certificate	Grade
210 - 229	P
230 – 249	M
250 and above	D

Points range - Diploma	Grade
840 - 875	PP
876 - 911	MP
912 - 947	MM
948 - 983	MD
984 and above	DD

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

Points range – Extended Diploma	Grade
1260 - 1295	PPP
1296 - 1331	MPP
1332 - 1367	MMP
1368 - 1403	MMM
1404 - 1439	MMD
1440 - 1475	MDD
1476 and above	DDD

## Unit Details

Title	Understanding the Travel and Tourism Industry		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF920		
Unit Reference No	J/650/4023		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop knowledge of the travel and tourism industry including the range of organisations, their interrelationships and ownership.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Be aware of different travel and tourism component organisations and industries.	1.1. Summarise different sectors of travel and tourism in the UK Industry. 1.2. Research component industries and organisations in travel and tourism.		
2. Understand the roles and interrelationships of different travel and tourism organisations.	2.1. Summarise the roles and organisational aims of different organisations in the travel and tourism industry. 2.2. Analyse with examples different types of interrelationships in the travel and tourism industry.	2.M.1 Analyse the importance of interrelationships within one travel and tourism organisation.	
3. Understand key developments, trends and factors and their impact on today's travel and tourism sector.	3.1. Illustrate key developments in the travel and tourism industry. 3.2. Explain with examples factors and trends which impact on today's travel and tourism industry.	3.M.1 Research current trends in the travel and tourism industry and how organisations are responding to changing trends and factors.	3.D.1 Use research gathered in AC 3.M.1 to analyse one factor that has impacted on the current travel and tourism industry.

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Travel and Tourism Destinations		
Level	Three		
Credit Value	20		
Guided Learning Hours (GLH)	140		
OCN NI Unit Code	CBG311		
Unit Reference No	D/650/7721		
Learn Direct Code	NK1		
<p><i>Unit purpose and aim(s):</i> This unit will enable learners to locate and explore the diverse destinations that make up the European and Worldwide travel market. Learners will develop their knowledge of the appeal of destinations for different leisure experiences. The learner will also produce a destination recommendation for a traveller based on their research.</p>			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand different gateways and travel and tourism destinations.	1.1. Research different travel and tourism gateways and destinations including: a) 5 counties within the UK b) 5 UK capital cities c) 20 EU capital cities, airports and IATA codes d) global continents e) 20 key EU airport gateways f) 10 world-wide seaports g) 5 UK rivers h) 5 UK mountain ranges i) 20 worldwide countries, main airport gateway and IATA codes		
2. Know the factors and features determining the appeal of leisure destinations in the UK, Europe and international travel markets.	2.1. Describe factors and features that determine the appeal of two leisure destinations from each of the following: the UK, European	2.M.1 Explain how different factors and features of two UK, two European and two international leisure	2.D.1 Give detailed and realistic recommendations of how a UK, a European and an international destination could increase its appeal for

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X

OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6

OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7

OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5

OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6

Updated: 11 January 2024 v1.1

	and international travel markets to include: a) accessibility b) climate c) attractions d) cultural e) economic	destinations appeals to visitors with additional requirements.	different types of visitors.
3. Be able to provide different destination recommendations to meet a brief.	3.1. Use the research carried out above to make destination recommendations to meet a given client brief, justifying reasons for choice.	3.M.1 Create a detailed travel itinerary for the selected client destination.	

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Map Work Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Customer Service		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF916		
Unit Reference No	T/650/4019		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to understand the importance of customer service for event success. Learners will also develop the customer service skills required to plan and manage a successful event within the travel and tourism industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand how effective customer service contributes to event management within the travel and tourism industry including public safety.	1.1. Explain influencing factors that inform customer decisions in the events and travel and tourism industry. 1.2. Explain the relationship between effective customer service and the successful management of events. 1.3. Explain the importance of managing customer expectations. 1.4. Explain the importance of public safety during events within the travel and tourism industry.	1.M.1 Explain the role of stewards in ensuring public safety and promoting customer service.	1.D.1 Evaluate the possible consequences of ineffective customer service within event management.
2. Be able to deliver effective customer service in different travel and tourism events.	2.1. Demonstrate effective customer service using communication and interpersonal skills during the management of the following types of events: a) virtual b) conference c) charity fundraising	2.M.1 Evaluate own communication and interpersonal skills used in AC 2.1 identifying areas for improvement.	2.D.1 Evaluate different strategies which may be used to address possible conflict during a travel and tourism event.

3. Be able to develop a personal action plan to improve customer service skills.	3.1. Develop a personal action plan to improve own customer service skills addressing possible areas for improvement.	3.M.1 Analyse how own personal action plan developed in AC 3.1 may contribute to achieving overall organisational goals.	3.D.1 Evaluate the effectiveness of own personal action plan developed in AC 3.1 over a given timeframe, making recommendations for improvement.
4. Be able to develop an organisational customer service plan.	4.1. Develop an organisational customer service plan including: a) organisational objectives b) monitoring methods c) customer service data d) recommendations for improvement	4.M.1 Present the plan developed in AC 4.1 to a given audience.	

#### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

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Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Visitor Attractions		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF923		
Unit Reference No	M/650/4026		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop a knowledge of the products and services provided by different types of visitor attractions and their importance to the popularity and appeal of UK tourist destinations.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Know the products and services provided by different types of visitor attractions.	1.1. Summarise the products and services provided by different types of visitor attractions.	1.M.1 Analyse how products and services appeal to different types of visitors including: a) a built attraction b) a natural attraction	1.D.1 Evaluate the contribution of a given visitor attraction to the popularity and appeal of the destination or area.
2. Understand interpretation techniques, their purpose and how they are used effectively at visitor attractions.	2.1. Explain the purpose of interpretation techniques and how they are used effectively at different visitor attractions.		
3. Understand the appeal of visitor attractions to different types of visitor.	3.1. Explain the appeal of visitor attractions to different types of visitors including: a) a built attraction b) a natural attraction	3.M.1 Compare the importance of two different visitor attractions to the popularity and appeal of a destination or area.	
4. Understand the importance of visitor attractions to the popularity and appeal of UK and international tourist destinations.	4.1. Explain the importance of visitor attractions to the popularity and appeal of UK and international tourist destinations.	4.M.1 Analyse the impact of a given popular UK and international visitor attraction on the local economy.	

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Understanding the Accommodation Industry		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG312		
Unit Reference No	F/650/7722		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to understand different accommodation types, trends and associated responsibilities.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand different components of accommodation in the travel and tourism industry.	1.1. Summarise different types of accommodation in the hospitality industry. 1.2. Research products, services, classification systems and trends in the hospitality industry. 1.3. Explain the different customer service standards operated within the hospitality industry.	1.M.1 Analyse the impact of classifications and ratings on different types of hospitality accommodation.	1.D.1 Evaluate the impact of trends on different types of hospitality accommodation and guest facilities.
2. Understand different roles, responsibilities, skills and qualities required to work within the accommodation industry.	2.1. Explain the key roles, responsibilities, skills and qualities required to work within the accommodation industry.	2.M.1 Evaluate how own skills and qualities may meet the requirements of a given role identified in AC 2.1 including areas for development.	2.D.1 Develop a personal career plan to meet the development needs identified in AC 2.M.1.
3. Understand the environmental and sustainability policies and practices applied within the accommodation industry.	3.1. Explain different environmental and sustainability policies which may be applied within the accommodation industry including: a) waste management b) reduction of plastic use	3.M.1 Critically compare environmental sustainability and policies and practices for two contrasting accommodation types.	

4. Understand health, safety and security procedures within the accommodation industry.	4.1. Explain the health, safety and security procedures within the accommodation industry including: a) fire safety practices b) property security and management		
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### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Global and Cultural Events		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF395		
Unit Reference No	R/618/7161		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to investigate and analyse information regarding global and cultural events including travel planning, and the factors and trends affecting their changing popularity.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand the features and appeal of global and cultural events.	1.1. Explain the features and appeal of different types of global and cultural events.		
2. Understand the planning and implementation cycle of global and cultural events.	2.1. Explain the planning and implementation cycle for different global and cultural events including: a) logistics b) travel c) promotion opportunities d) merchandising	2.M.1 Evaluate the advantages of using social media and the internet to promote different global and cultural events.	1.D.1 Critically compare the use of different organisations to promote global and cultural events.
3. Understand the impact and sustainability of specialist global and cultural events in the events and travel and tourism industry.	3.1. Summarise the impact and sustainability of specialist global and cultural events in the events and travel and tourism industry.	3.M.1 Analyse the environmental impact and sustainability of a given specialist global and cultural event on the local and wider community.	
4. Understand how consumer trends influence the popularity of global and cultural events.	4.1. Summarise how consumer trends influence the popularity of global and cultural events.	4.M.1 Explain the appeal of global destinations for cultural events including at least four different influencing factors.	4.D.1 Research and evaluate customer trends that influence a given global event.

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Management of a Small Event		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF390		
Unit Reference No	J/618/7156		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop event management skills, understand the role of the event organiser and the methods used to plan small events.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand how to manage a small event.	1.1. Summarise the roles and skills required to effectively manage a small event 1.2. Explain how to manage an effective small event taking account of the following: a) organisational objectives b) budget management c) project management d) contingency and crisis management e) insurance requirements	1.M.1 Analyse own small_event management skills identifying possible areas for improvement.	
2. Be able to carry out a feasibility study for a small event.	2.1. Develop a proposal for a small event including the following: a) concepts b) aims and objectives c) rationale for choice 2.2. Carry out a feasibility study using the proposal developed in AC 2.1.	2.M.1 Explain how to respond effectively to potential problems that may occur during the running of a small event.	2.D.1 Critically compare strategies which may be used to manage change during the running of a small event.

<p>3. Be able to develop a plan to manage a small event.</p>	<p>3.1. Develop a plan to manage a small event using the event planning cycle including:</p> <ul style="list-style-type: none"> <li>a) aims and objectives</li> <li>b) identifying target audience</li> <li>c) health and safety requirements</li> <li>d) communicating key messages</li> <li>e) assessing impact of event on organisation and stakeholders</li> <li>f) resources</li> <li>g) location</li> <li>h) technical facilities</li> <li>i) layout</li> <li>j) risks and contingencies</li> <li>k) insurance and technical requirements</li> </ul> <p>3.2. Explain the importance of good customer care when managing a small event.</p>	<p>3.M.1 Analyse using examples the importance of effective communication and leadership skills in the effective management of a small event.</p>	
<p>4. Be able to manage and evaluate a small event.</p>	<p>4.1. Manage a small event using the plan developed in AC 3.1.</p> <p>4.2. Explain the role that evaluation plays in continuous improvement for future small events.</p> <p>4.3. Carry out an evaluation of the small event managed in AC 4.1.</p>	<p>4.M.1 Analyse the evaluation carried out in AC 4.2 identifying areas for improvement and report findings.</p>	<p>4.D.1 Evaluate the small event carried out in AC 4.1 against the following critical success factors and how they may inform the management of future small events:</p> <ul style="list-style-type: none"> <li>a) sources and types of information</li> <li>b) legal and regulatory requirements met</li> <li>c) financial and non-financial measures</li> <li>d) appropriate communication to stake-holders</li> </ul>

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	The Role of a Holiday Representative		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF924		
Unit Reference No	R/650/4027		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop knowledge of the role, duties and responsibilities of different types of holiday representatives. Learners will investigate the qualifications and skills needed, as well the benefits and limitations of working as a holiday representative.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand the roles, duties and responsibilities of holiday representatives.	1.1. Summarise the role, duties and responsibilities for at least four different types of holiday representatives. 1.2. Assess the different qualifications, skills and qualities required for the role of a holiday representative. 1.3. Explain the benefits and limitations of working as a holiday representative.	1.M.1 Compare and contrast the roles, duties and responsibilities of holiday representatives with tour operators.	1.D.1 Analyse how the current and changing role of holiday representatives contributes to the overall holiday experience.
2. Know how to effectively provide resort information for guests.	2.1. Develop a representative welcome pack for guests at a given resort. 2.2. Plan and deliver an effective welcome meeting using the welcome pack developed in AC 2.1.	2.M.1 Demonstrate appropriate responses to guest questions and queries arising from the welcome meeting carried out in AC 2.2 including any follow up actions.	
3. Be able to effectively carry out holiday representative airport duties.	3.1. Summarise the duties of a holiday representative at the airport. 3.2. Prepare and deliver an effective arrivals transfer speech to a given group of arrival guests.	3.M.1 Demonstrate how to professionally and competently handle difficult situations at an airport completing any necessary documentation	3.D.1 Evaluate own performance as a holiday representative identifying areas for improvement and development.

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

	3.3. Demonstrate how to deal with different situations which may arise for a holiday representative at airports.	and referring as appropriate.	
<b>Assessment Guidance</b>			
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.			
Assessment Method	Definition	Possible Content	
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion	
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log Audio- Visual Evidence. Presentation	
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary	
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests	

Title	Career Opportunities in the Travel and Tourism Industry		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG313		
Unit Reference No	H/650/7723		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to gain a knowledge of career opportunities in the tourism industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Be aware of career opportunities and the recruitment process within the travel and tourism industry.	1.1. Summarise different career opportunities and forms of employment within the travel and tourism industry. 1.2. Explain the recruitment and selection processes used in the travel and tourism industry and how they comply with current employment law.	1.M.1 Describe potential career pathways within the travel and tourism industry.	1.D.1 Evaluate the effectiveness of the recruitment and selection process used within a given travel and tourism organisation.
2. Know the stages of recruitment and selection in the travel and tourism industry.	2.1. Summarise the stages of the recruitment and selection process for an individual including the appropriate documentation required for a travel and tourism industry role.	2.M.1 Produce the following in relation to a given travel and tourism industry role: a) curriculum vitae b) covering letter c) job application form	
3. Be able to prepare and participate in an interview for a travel and tourism industry related role.	3.1. Explain how to prepare for interview situations including techniques for dealing with anxiety and possible questions to ask. 3.2. Summarise the importance of making a good first impression. 3.3. Summarise possible sources of information that aid interview preparation.	3.M.1 Critically compare at least two different ways that interviews may be conducted identifying the advantages and disadvantages of each. 3.M.2 Evaluate own performance during the interview carried out in	3.D.1 Prepare and participate in an interview for a travel and tourism industry related role as an interviewer and evaluate own performance.

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
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 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

	3.4. Participate and conduct self appropriately in an interview situation using verbal and non-verbal skills.	AC 3.4 identifying what went well and possible areas for improvement.	
4. Be able to develop a personal skills development plan following recruitment and selection processes.	4.1. Assess own performance during the recruitment and selection process in order to develop a personal skills development plan.	4.M.1 Analyse feedback from others to inform own personal skills development plan developed in AC 4.1.	4.D.1 Develop a career action plan which includes SMART objectives using the analysis carried out in AC 4.1 and AC 4.M.1.

### Assessment Guidance

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Assessment Method	Definition	Possible Content
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Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Tour Guiding		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF922		
Unit Reference No	L/650/4025		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop tour guiding skills within travel and tourism.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand the role of a tour guide and the structure of the Northern Ireland tourism industry.	1.1. Summarise the role and responsibilities of a tour guide within the travel and tourism industry. 1.2. Illustrate the structure of the Northern Ireland tourism industry including quality standards.	1.M.1 Summarise with examples different tours available in Northern Ireland for both domestic and inbound visitors.	
2. Know the importance of effective communication and customer service skills for tour guides.	2.1. Summarise the importance and benefit of effective communication and customer services skills for tour guides taking account of: a) different visitor tour groups b) cultural differences	2.M.1 Explain effective methods and techniques of communicating with visitors from different cultures.	2.D.1 Analyse the importance of providing excellent customer service to visitors that require reasonable adjustments.
3. Be able to develop, deliver and lead a tour.	3.1. Develop a comprehensive 30-minute guided walking tour using different sources of information including: a) planning documentation b) risk assessment c) commentary d) evaluation tools 3.2. Deliver and lead the walking tour developed in AC 3.1 using effective communication and customer service skills throughout.	3.M.1 Evaluate the tour carried out in AC 3.2 identifying areas for improvement.	3.D.1 Analyse how the tour carried out in AC 3.2 may have been adapted for a group of visitors with reasonable adjustments.

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
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E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Marketing Travel and Tourism		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG314		
Unit Reference No	J/650/7724		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to be able to market travel and tourism and understand the range of organisations within the industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand factors which influence the marketing of different travel and tourism destinations.	1.1. Summarise with examples factors which influence the marketing of different travel and tourism destinations.	1.M.1 Explain for a given travel and tourism destination factors that influenced marketing decisions made.	1.D.1 Evaluate the impact of the marketing decisions made in AC 1.M.1 for the given travel and tourism destination.
2. Know the marketing mix and how it is utilised by travel and tourism organisations.	2.1. Explain what is meant by the marketing mix and how it is utilised by different travel and tourism organisations.		
3. Be able to conduct market research for a travel and tourism organisation.	3.1. Plan, design and conduct market research for a given project within a travel and tourism organisation.	3.M.1 Analyse the market research plan developed in AC 3.1 identifying how it met objectives.	3.D.1 Evaluate the results of the market research carried out in AC 3.1 identifying how they can benefit the travel and tourism organisation.
4. Be able to plan and deliver a promotional campaign for a travel and tourism organisation.	4.1. Plan and deliver a promotional campaign including promotional material and objectives for a given project within a travel and tourism organisation.	4.M.1 Evaluate how the promotional campaign carried out in AC 4.1 met set objectives.	

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
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E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Work Experience in the Travel and Tourism Industry		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG315		
Unit Reference No	K/650/7725		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to prepare, secure, carry out and evaluate a work experience placement in a travel and tourism organisation.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Be able to prepare for a work experience placement in the travel and tourism industry.	1.1. Research suitable travel and tourism work experience placements including the key features of each. 1.2. Use research carried out in AC 1.1 to identify a suitable work experience placement. 1.3. Prepare for the work experience placement identified in AC 1.2 including duties and responsibilities, setting objectives and completing necessary documentation.	1.M.1 Explain how the work experience placement identified in AC 1.2 may provide opportunities to meet personal, career and curriculum objectives.	
2. Be able to carry out activities in the travel tourism work experience placement.	2.1. Carry out tasks and activities to the required standard. 2.2. Explain how own responsibilities carried out during work experience placement contributed to the overall organisational performance.	2.M.1 Explain how own skills, qualities and behaviours have developed during the work experience placement identifying areas for development.	2.D.1 Develop a personal career plan for the areas of development identified in AC 2.M.1.

3. Be able to review and evaluate own performance in the work experience placement.	3.1. Review and evaluate own performance on completion of work experience placement taking into account feedback from others.	3.M.1 Evaluate how the work experience placement has influenced own future work choices.	3.D.1 Produce and present a report to a given audience on the value of work experience within the travel and tourism industry.
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**Assessment Guidance – learners will be expected to complete 40 hours of relevant work experience.**

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
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Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	The Cruise Industry		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF925		
Unit Reference No	T/650/4028		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop knowledge of the cruise industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Know about the cruise industry.	1.1. Illustrate the key development stages of the cruise industry including: a) roles of key stakeholders b) employment opportunities	1.M.1 Analyse the viability of today's cruise industry including: a) role of current key stakeholders b) current employment opportunities	
2. Understand the cruise market.	2.1. Explain the cruise market including: a) main cruise areas available to the UK market b) different types of cruises available c) different products and level of services available		
3. Know how to match customer requirements to appropriate cruise operators and destinations.	3.1. Demonstrate how to match customer requirements to appropriate operators and destinations using different sources of information.	3.M.1 Analyse the cruises operating within a given cruise destination and their appeal to different customers.	3.D.1 Evaluate developments within the cruise industry over the last ten years including and the contribution to: a) employment b) the local economy
4. Understand the expanding cruise industry.	4.1. Summarise potential future developments in the cruise industry based	4.M.1 Compare and contrast the negative and positive impacts of cruising on two different	

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
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 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

	on current trends. 4.2. Explain how cruises impact on cruise destinations.	destinations within a given area.	
<b>Assessment Guidance</b>			
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.			
Assessment Method	Definition	Possible Content	
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion	
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E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests	

Title	Travel and Tourism Industry Working Relationships		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG316		
Unit Reference No	L/650/7726		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to understand how to create and maintain productive working relationships in the travel and tourism industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand the value of working relationships within the travel and tourism industry.	1.1. Explain the value of working relationships within the travel and tourism industry including internal and external staff and stakeholders.	1.M.1 Explain the roles and responsibilities of both internal and external staff and stakeholders.	1.D.1 Evaluate the interests different stakeholders may have in the travel and tourism industry.
2. Understand how to establish working relationships within the travel and tourism industry.	2.1. Explain how to establish effective working relationships within the travel and tourism industry including: a) staff b) stakeholders c) customers 2.2. Explain how to appropriately make contact, agree working arrangements and communication methods with staff, stakeholders and customers identified in AC 2.1.		
3. Understand how to maintain effective working relationships within the travel and tourism industry.	3.1. Explain the importance of effective communication between and within both internal and external staff, stakeholders and customers. 3.2. Explain the importance of respecting the roles and responsibilities of	3.M.1 Explain the importance of meeting own commitments to internal and external staff, stakeholders and customers. 3.M.2 Explain the importance of consultation with internal and external staff, stakeholders	3.D.1 Evaluate conflicts of interest situations which may occur between and within internal and external staff, stakeholders and customers and how

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
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 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

	<p>internal and external staff, stakeholders and customers.</p> <p>3.3. Explain the importance of understanding and managing the expectations of internal and external staff, stakeholders and customers.</p>	<p>and customers prior to making decisions.</p>	<p>these may be resolved.</p>
<p>4. Understand how to review the effectiveness of working relationships with internal and external staff, stakeholders and customers.</p>	<p>4.1. Explain the importance of reviewing working relationships with internal and external staff, stakeholders and customers.</p> <p>4.2. Summarise how to monitor and review the effectiveness of working relationships with internal and external staff, stakeholders and customers.</p>	<p>4.M.1 Explain the importance and possible methods for giving and receiving constructive feedback to and from internal and external staff, stakeholders and customers.</p>	

### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	<p>A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes</p> <p>OR</p> <p>A collection of documents containing work that shows the learner's progression through the course</p>	<p>Learner notes/written work</p> <p>Learner log/diary</p> <p>Peer notes</p> <p>Record of observation</p> <p>Record of discussion</p>
Practical demonstration/assignment	<p>A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge</p>	<p>Record of observation</p> <p>Learner notes/written work</p> <p>Learner log</p>

Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Business Start-Up		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBF918		
Unit Reference No	F/650/4021		
Learn Direct Code			
<i>Unit purpose and aim(s):</i> This unit will enable the learner to develop a business plan for a business start-up including the skills required to attract funding for a new events business.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Be able to develop a business plan for a business start-up.	1.1. Summarise different business opportunities for a business start-up. 1.2. Summarise how legal and financial factors may impact on a business start-up. 1.3. Produce a business plan to include the following: a) rationale b) feasibility c) vision and concept d) customers e) market f) competitors g) finances	1.M.1 Analyse legal and financial factors that may impact on a business start-up.	1.D.1 Analyse the internal and external factors that may impact on the planning for a business start-up.
2. Be able to use market analysis in the planning of a business start-up.	2.1. Summarise the target market for a given business start-up. 2.2. Carry out market analysis for the business identified in AC 2.1 to include: a) porter and PESTLE analysis b) marketing mix c) unique selling points (USPs) 2.3. Explain how the analysis carried out in AC 2.2 will inform the planning for the business start-up. 2.4. Develop a financial forecast for the business identified in AC 2.1.	2.M.1 Carry out a detailed financial forecast analysis for the business identified in AC 2.1 to include: a) liquidity b) profitability c) sensitivity	2.D.1 Analyse the financial forecast carried out in AC 2.M.1 to inform the planning for the given business start-up taking account of the following: a) pricing policy b) sales forecasts c) projected costs d) break-even forecast e) capital structure f) cash flow forecast

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

3. Be able to pitch for funding for a business start-up.	3.1. Prepare for and present an effective pitch based on market analysis carried out in AC 2.2 and financial forecast developed in AC 2.4 and planning carried out in AC 1.3 to negotiate funding for the given business start-up.	3.M.1 Evaluate the pitch for viability and risks associated with the given business start-up.	
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### Assessment Guidance

The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.

Assessment Method	Definition	Possible Content
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion
Practical demonstration/assignment	A practical demonstration of a skill/situation selected by the tutor or by learners, to enable learners to practise and apply skills and knowledge	Record of observation Learner notes/written work Learner log
Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests

Title	Research Trends, Issues and Sustainability in the Travel and Tourism Industry		
Level	Three		
Credit Value	20		
Guided Learning Hours (GLH)	140		
OCN NI Unit Code	CBG317		
Unit Reference No	M/650/7727		
Learn Direct Code	NK1		
<i>Unit purpose and aim(s):</i> This unit will enable the learner to understand different current trends, issues and sustainability in the travel and tourism industry.			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Understand different types of trends and key issues in travel and tourism.	1.1. Explain two different current travel trends and their potential impact on the travel and tourism industry. 1.2. Explain two different current key issues and their potential impact on the travel and tourism industry.	1.M.1 Use current customer market research data to analyse travel trends and key issues for a given travel and tourism destination.	1.D.1 Research and identify potential future travel trends and how these may be met by the travel and tourism industry.
2. Be able to carry out and evaluate travel and tourism research on current trends and key issues.	2.1. Produce a research plan to record findings and monitor progress for a current travel and tourism trend and key issue including: a) research method b) scope and aims c) parameters 2.2 Carry out research using the research plan developed in AC 2.1 and monitor progress. 2.3 Evaluate the research carried out in AC 2.2.	2.M.1 Use the evaluation carried out in AC 2.3 to produce a research report highlighting findings and present to a given audience.	2.D.1 Evaluate the effectiveness of the research method used in AC 2.2 making recommendations for future research projects and possible improvements.
3. Understand the principles, growth and influence of sustainable tourism.	3.1. Explain the principles, growth and influence of sustainable tourism.		

OCN NI Level 3 Award in Travel and Tourism Qualification No. 610/3129/X  
 OCN NI Level 3 Certificate in Travel and Tourism Qualification No. 610/3127/6  
 OCN NI Level 3 Extended Certificate in Travel and Tourism Qualification No. 610/3122/7  
 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
 OCN NI Level 3 Extended Diploma in Travel and Tourism Qualification No. 610/2950/6  
 Updated: 11 January 2024 v1.1

4. Understand how tourist destinations may achieve sustainable tourism.	4.1. Explain different ways in which tourist destinations may achieve sustainable tourism.		
<b>Assessment Guidance</b>			
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.			
<b>Assessment Method</b>	<b>Definition</b>	<b>Possible Content</b>	
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion	
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Coursework	Research or projects that count towards a learner's final outcome and demonstrate the skills and/or knowledge gained throughout the course	Record of observation Learner notes/written work Tutor notes/record Learner log/diary	
E-assessment	The use of information technology to assess learners' work	Electronic portfolio E-tests	

Title	Research and Plan a Travel and Tourism Visitor Experience		
Level	Three		
Credit Value	10		
Guided Learning Hours (GLH)	70		
OCN NI Unit Code	CBG318		
Unit Reference No	R/650/7728		
Learn Direct Code	NK1		
<p><i>Unit purpose and aim(s):</i> This unit will help learners to understand the risk assessment process for study visits, and to facilitate participation in a study visit. This will give learners first-hand experience of aspects of the travel and tourism industry, as well as opportunities to gain planning skills and to review and evaluate the visit.</p>			
Learning Outcomes	Assessment Criteria = Pass	Assessment Criteria = Merit	Assessment Criteria = Distinction
1. Be able to research a local travel and tourism visitor experience.	1.1. Research different local travel and tourism visitor experiences. 1.2. Select and justify a visitor experience to meet the needs of a given group of tourists.	1.M.1 Assess how a given travel and tourism visitor experience may adapt to meet the needs of tourists with special requirements.	1.D.1 Research how a given travel and tourism visitor experience may diversify to attract different tourist markets.
2. Be able to develop a travel and tourism visitor experience proposal.	2.1. Develop a travel and tourism visitor experience proposal to include: a) costs b) resources c) timeframes d) risk assessment e) special requirements		
3. Be able to contribute to the implementation of a travel and tourism visitor experience.	3.1. Contribute to the implementation of the visitor experience proposed in AC 2.1 demonstrating appropriate skills, qualities and effective presentation skills.	3.M.1 Evaluate own contribution to the visitor experience implemented in AC 3.1 identifying areas for improvement.	3.D.1 Develop a personal development plan for the areas identified in AC 3.M.1.
4. Be able to evaluate a travel and tourism visitor experience.	4.1. Evaluate the travel and tourism visitor experience implemented in AC 3.1 using different feedback	4.M.1 Analyse the feedback evaluation methods used in AC 4.1 making recommendations for future travel	

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 OCN NI Level 3 Diploma in Travel and Tourism Qualification No. 610/3121/5  
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	evaluation methods.	and tourism visitor experiences.	
<b>Assessment Guidance</b>			
The following assessment method/s may be used to ensure all learning outcomes and assessment criteria are fully covered.			
<b>Assessment Method</b>	<b>Definition</b>	<b>Possible Content</b>	
Portfolio of evidence	A collection of documents containing work undertaken to be assessed as evidence to meet required skills outcomes OR A collection of documents containing work that shows the learner's progression through the course	Learner notes/written work Learner log/diary Peer notes Record of observation Record of discussion	
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## Quality Assurance of Centre Performance

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### External Verification

All OCN NI recognised centres are subject to External Verification. External verification visits and monitoring activities will be conducted annually to confirm continued compliance with the conditions of recognition, review the centre's risk rating for the qualification and to assure OCN NI of the maintenance of the integrity of the qualification.

The External Verifier will review the delivery and assessment of this qualification. This will include the review of a sample of assessment evidence and evidence of the internal verification of assessment and assessment decisions. This will form the basis of the External Verification report and will inform OCN NI's annual assessment of centre compliance and risk. The External Verifier is appointed by OCN NI.

### Standardisation

As a process, standardisation is designed to ensure consistency and promote good practice in understanding and the application of standards. Standardisation events:

- make qualified statements about the level of consistency in assessment across centres delivering a qualification
- make statements on the standard of evidence that is required to meet the assessment criteria for units in a qualification
- make recommendations on assessment practice
- produce advice and guidance for the assessment of units
- identify good practice in assessment and internal verification

Centres offering units of an OCN NI qualification must attend and contribute assessment materials and learner evidence for standardisation events if requested.

OCN NI will notify centres of the nature of sample evidence required for standardisation events (this will include assessment materials, learner evidence and relevant assessor and internal verifier documentation). OCN NI will make standardisation summary reports available and correspond directly with centres regarding event outcomes.

## Administration

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### Registration

A centre must register learners within 20 working days of commencement of a qualification.

### Certification

Certificates will be issued to centres within 20 working days of receipt of correctly completed results marksheets. It is the responsibility of the centre to ensure that certificates received from OCN NI are held securely and distributed to learners promptly and securely.

### Charges

OCN NI publishes all up to date qualification fees in its Fees and Invoicing Policy document. Further information can be found on the centre login area of the OCN NI website.

### Equality, Fairness and Inclusion

OCN NI has considered the requirements of equalities legislation in developing the specification for these qualifications. For further information and guidance relating to access to fair assessment and the OCN NI Reasonable Adjustments and Special Considerations policies, centres should refer to the OCN NI website.

### Retention of Evidence

OCN NI has published guidance for centres on the retention of evidence. Details are provided in the OCN NI Centre Handbook and can be accessed via the OCN NI website.

## Qualification Information

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Qualification Number: 610/3121/5

### **OCN NI Level 3 Extended Diploma in Travel and Tourism**

Qualification Number: 610/2950/6

Operational start date: 15 July 2023

Operational end date: 14 July 2028

Certification end date: 14 July 2031

Open College Network Northern Ireland (OCN NI)

Sirius House  
10 Heron Road  
Belfast  
BT3 9LE

Phone: 028 90463990

Web: [www.ocnni.org.uk](http://www.ocnni.org.uk)