


SEVERN BUSINESS COLLEGE

# SBC Level 3 Diploma in Events, Hospitality and Tourism Management

Course Handbook

### Qualification
SBC Level 3 Diploma in Events, Hospitality and Tourism Management

### Level
3

### Total Qualification Time
1200

### Credit Value
120

### Aim of the Course
**Course Introduction**
The Level 3 Diploma in Events, Hospitality and Tourism Management provides learners with the foundational knowledge, practical skills, and understanding needed to pursue careers within the events, hospitality, and tourism sectors. The qualification develops essential competencies in customer service, event planning, hospitality operations, tourism development, marketing, and business communication.
Learners will explore how the three industries interconnect, gain an understanding of global trends, and develop the professional skills needed for progression to higher education or employment.

### Assessment
Assessment is through practical assignments, with no exams - to more accurately reflect the real working environment.

### Course Structure

| SBC Level 3 Diploma in Events, Hospitality and Tourism Management | | | |
|---|---|---|---|
| **Unit number** | **Units** | **Unit level** | **Unit credit** |
| 1 | Introduction to Events, Hospitality and Tourism | 3 | 20 |
| 2 | Event Planning and Operations | 3 | 20 |
| 3 | Hospitality Operations and Service Delivery | 3 | 20 |
| 4 | Tourism Principles and Destination Management | 3 | 20 |
| 5 | Marketing for Events, Hospitality and Tourism | 3 | 20 |
| 6 | Professional Development and Business Communication | 3 | 20 |

### Assessment Grades

| Grade | Marking Criteria |
|---|---|
| Pass | All learning outcomes are achieved. All assessment criteria are met. |
| Fail | All learning outcomes are not achieved. All assessment criteria are not met. |
| No Marks | Plagiarism |

## UNIT SPECIFICATIONS

### Unit Title
Introduction to Events, Hospitality and Tourism

### Level
3

### Learning Time Hours
200

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1. Understand the structure of the events, hospitality and tourism | 1.1: Describe the key sectors within events, hospitality and tourism.<br>1.2: Explain how the three industries interrelate. |

| | |
|---|---|
| industries | |
| 2. Understand roles and career pathways | 2.1: Identify typical job roles in each sector.<br>2.2: Explain required skills and qualifications for selected roles. |
| 3. Understand customer expectations | 3.1: Explain types of customers in each industry.<br>3.2: Describe how organisations meet and exceed customer expectations. |
| 4. Understand current trends affecting the industries | 4.1: Identify emerging trends in events, hospitality and tourism.<br>4.2: Explain how trends influence business decisions. |

## UNIT SPECIFICATIONS

### Unit Title
Event Planning and Operations

### Level
3

### Learning Time Hours
200

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1. Understand key principles of event planning | 1.1: Describe components of an effective event plan.<br>1.2: Explain how event objectives influence planning. |
| 2. Be able to develop an event proposal | 2.1: Produce an outline event concept.<br>2.2: Present a proposal that meets client needs. |
| 3. Understand event logistics | 3.1: Explain requirements for venues, equipment and staffing.<br>3.2: Assess potential logistical challenges. |
| 4. Understand risk management for events | 4.1: Identify potential risks associated with events.<br>4.2: Explain measures to control or mitigate risks. |

## UNIT SPECIFICATIONS

### Unit Title
Hospitality Operations and Service Delivery

### Level
3

### Learning Time Hours
200

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1. Understand hospitality operational departments | 1.1: Describe roles of key departments in hospitality operations.<br>1.2: Explain how departments work together to deliver service. |
| 2. Understand service quality standards | 2.1: Identify features of high-quality guest service.<br>2.2: Explain the importance of maintaining service standards. |
| 3: Understand food and beverage operations | 3.1: Describe processes involved in food and beverage service.<br>3.2: Explain principles of hygiene and safety in F&B operations. |

| | |
|---|---|
| 4. Understand accommodation operations | 4.1: Describe housekeeping and front-office responsibilities.<br>4.2: Explain procedures for ensuring guest satisfaction. |

## UNIT SPECIFICATIONS

### Unit Title
Tourism Principles and Destination Management

### Level
3

### Learning Time Hours
200

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1. Understand the global tourism industry | 1.1: Describe types of tourism and tourist motivations.<br>1.2: Explain factors influencing the growth of tourism. |
| 2. Understand components of a tourism destination | 2.1: Identify key elements of successful tourism destinations.<br>2.2: Explain how destinations attract target markets. |
| 3: Understand sustainable tourism | 3.1: Explain the principles of sustainability in tourism.<br>3.2: Assess environmental and socio-cultural impacts. |
| 4: Understand destination marketing | 4.1: Describe methods used to promote tourism destinations.<br>4.2: Explain how digital marketing influences tourist behaviour. |

## UNIT SPECIFICATIONS

### Unit Title
Marketing for Events, Hospitality and Tourism

### Level
3

### Learning Time Hours
200

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1: Understand marketing principles | 1.1: Explain the marketing mix within service industries.<br>1.2: Describe the importance of market research. |
| 2: Understand customer segmentation | 2.1: Identify segmentation methods relevant to EHT sectors.<br>2.2: Explain how segmentation informs marketing decisions. |
| 3: Understand digital marketing strategies | 3.1: Describe common digital marketing tools.<br>3.2: Explain benefits of social media for brand engagement. |
| 4: Be able to create a basic marketing plan | 4.1: Produce a marketing plan for a selected service organisation.<br>4.2: Justify chosen strategies in relation to target markets. |

## UNIT SPECIFICATIONS

### Unit Title
Professional Development and Business Communication

### Level
3

### Learning Time Hours
20

### Credit Value
20

### Learning outcomes and assessment criteria
In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

| Learning Outcome | Assessment Criteria |
|---|---|
| 1: Understand professional skills needed in the industry | 1.1: Identify key employability skills in EHT sectors.<br>1.2: Explain the importance of professional behaviour. |
| 2: Be able to produce professional documents | 2.1: Produce a CV tailored to a specific job role.<br>2.2: Create a professional cover letter. |
| 3: Understand effective communication | 3.1: Describe different types of communication used in business.<br>3.2: Explain barriers to communication and how to overcome them. |
| 4: Be able to reflect on personal development | 4.1: Conduct a self-assessment of strengths and areas for improvement.<br>4.2: Produce a personal development plan with goals and actions. |

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