



SEVERN
BUSINESS
COLLEGE

Qualifi Level 3 Diploma in Hospitality and
Tourism Management

Course Handbook

Qualification

Qualifi Level 3 Diploma in Hospitality and Tourism Management

Ofqual Number

603/4400/3

Level

3

Total Qualification Time

1200

Credit Value

120

Aim of the Course

The programmes provide the opportunity for individuals to forge a career in hospitality and tourism by seeking a greater knowledge and understanding industry, and to support the individual's development into senior positions.

Assessment

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

Course Structure

Qualifi Level 3 Diploma in Hospitality and Tourism Management			
Unit number	Units	Unit level	Unit credit
HTM 301	Introduction to the Tourism Industry	3	30
HTM 302	Introduction to the Hospitality Industry	3	30
HTM 303	Introduction to Marketing for Hospitality and Tourism	3	30
HTM 304	Introduction to Customer Service for Hospitality and Tourism	3	30

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 the Tourism Industry

Level

3

Learning Time Hours

300

Credit Value

30

Unit aim

The aim of this unit is to introduce the learner to the tourism industry and give them a broad understanding of its make-up. Learners will also understand the roles and functions of different delivery channels operating within the market and will be able to gain insight into how the industry has developed and will develop in the future.

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
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1. Understand the nature of the tourism industry.	1.1 Identify the main structural elements of the tourism industry. 1.2 Explain the main forms of tourism. 1.3 Assess how the tourism industry is developing.
2. Understand the role of the tour operator.	2.1 Describe the purpose and functions of a tour operator. 2.2 Assess the different tour operator requirements in specialist markets.
3. Understand the role of the travel agent.	3.1 Describe the purpose and functions of a travel agent. 3.2 Evaluate the operations of travel agents in a specific Country/area.

Suggested Reading

- Hospitality Management: Strategy and Operations, 3rd Edition ISBN 9781442534797 Published 2011 by: Pearson
- Hospitality Management Edition 4 ISBN 9780170411424 Published 2018 by: Cengage
- Hospitality Supervision & Leadership Level 3, Edition 1 ISBN 9781471847523 Published: 2015 by: Hodder Education Publishers
- Strategic Management for Tourism and Hospitality Enterprises, Edition 1 ISBN 9780170358583 Published 2014 by: Cengage Learning

UNIT SPECIFICATIONS

Unit Title

Introduction to the Hospitality Industry

Level

3

Learning Time Hours

300

Credit Value

30

Unit aim

The aim of this unit is to introduce the learner to the hospitality industry and give them a broad understanding of its make-up. Learners will also understand the types and characteristics of different hotel and food service providers operating within the market and will be able to gain insight into how the industry has and will develop in the future.

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 nature of the hospitality industry.	1.1. Identify the main elements of the hospitality industry. 1.2 Assess how the hospitality industry is developing.
2. Understand the operations of Hotels.	2.1. Explain the grading and classification systems used for hotels in the hospitality industry. 2.2 Assess the characteristics and facilities of different hotels in different geographical areas. 2.3 Evaluate internal factors that influence the success and growth of the hotels.
3. Understand the range of food and drink service establishments.	3.1 Assess the different characteristics of restaurants in different geographical locations. 3.2 Assess the different characteristics of bars in different geographical locations.

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- Hospitality Management: Strategy and Operations, 3rd Edition ISBN 9781442534797 Published 2011 by: Pearson
- Hospitality Management Edition 4 ISBN 9780170411424 Published 2018 by: Cengage
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- Strategic Management for Tourism and Hospitality Enterprises, Edition 1 ISBN 9780170358583 Published 2014 by: Cengage Learning

UNIT SPECIFICATIONS

Unit Title

Introduction to Marketing for Hospitality and Tourism

Level

3

Learning Time Hours

300

Credit Value

30

Unit aim

In this unit, learners will understand how a hospitality or tourism organisation is affected by the external factors within the market/s it operates. They will develop the skills to formulate a marketing mix that enables the organisation to compete effectively within the hospitality and tourism business.

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. Assess how a hospitality or tourism organisation is affected by the challenges of its external environment.	1.1 Examine the environmental factors that influence the market/s in which a hospitality or tourism organisation operates. 1.2 Examine a hospitality or tourism organisation's global competitive environment.
2. Contribute to the development of a marketing mix for a hospitality or tourism organisation.	2.1. Explain the elements and interrelationship of the service marketing mix (7p's) in the hospitality or tourism industry. 2.2 Evaluate the effectiveness of a hospitality or tourism organisation's marketing activity. 2.3 Present marketing information in a professional format.

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- Hospitality Management Edition 4 ISBN 9780170411424 Published 2018 by: Cengage
- Hospitality Supervision & Leadership Level 3, Edition 1 ISBN 9781471847523 Published: 2015 by: Hodder Education Publishers
- Strategic Management for Tourism and Hospitality Enterprises, Edition 1 ISBN 9780170358583 Published 2014 by: Cengage Learning

UNIT SPECIFICATIONS**Unit Title**

Introduction to Customer Service for Hospitality and Tourism

Level

3

Learning Time Hours

300

Credit Value

30

Unit aim

In this unit, learners will gain an understanding of the importance of customer service within the hospitality and tourism industries. Learners will develop an understanding of the how customer service is affected by corporate policy and the diverse nature of the industry. Learners will develop tools and skills to enable them to contribute to the development and implementation of customer services improvements within a hospitality and tourism organisation.

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 principles of customer service.	1.1. Identify the key aspects of customer service. 1.2 Explain the importance of monitoring customer feedback and complaints. 1.3 Explain how positive relationships are built with customers.
2. Understand how customer service is affected by corporate policy.	2.1. Assess the impact of company philosophy on customer service levels. 2.2 Evaluate how company culture affects customer service levels within a hospitality and tourism organisation.
3. Contribute to improvements in the quality of customer care delivered by a hospitality or tourism organisation.	3.1. Assess the impact of ethics and cultural diversity on the delivery of customer service. 3.2 Identify the operational issues to consider when delivering customer service. 3.3 Develop customer feedback mechanisms.

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