



SEVERN
BUSINESS
COLLEGE

Qualifi Level 4 Diploma in Hospitality and
Tourism Management

Course Handbook

Qualification

Qualifi Level 4 Diploma in Hospitality and Tourism Management

Ofqual Number

603/4399/0

Level

4

Total Qualification Time

1200

Credit Value

120

Aim of the Course

The Level 4 Diploma provides an introduction to the main facets and operations of organisations. It introduces the challenges faced by modern day businesses. The qualification focuses on developing understanding, skills and abilities to equip the Learner with the awareness and aptitudes to be an effective organisational manager and leader.

Assessment

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

Course Structure

Qualifi Level 4 Diploma in Hospitality and Tourism Management			
Unit number	Units	Unit level	Unit credit
HTM401	Sustainability in Tourism and Hospitality Management	4	30
HTM402	Operations Management in Tourism and Resort Operations	4	30
HTM403	Management of Visitor Attractions	4	30
HTM404	Employability and Development in the Hospitality Industry	4	30

Assessment Grades

Marks Ranges %	Assessment Criteria
Fail (0-39)	Insufficient information about each assessment criteria
Pass (40-59)	Describe main ideas with evidence on each assessment criteria
Merit (60-69)	Evaluation of ideas with evidence on each assessment criteria
Distinction (70-100)	Critical evaluation of ideas with evidence on each assessment criteria
No Marks	Plagiarism

UNIT SPECIFICATIONS

Unit Title

Sustainability in Tourism and Hospitality Management

Level

4

Learning Time Hours

300

Credit Value

30

Unit aim

On the successful completion of this unit, learners will understand the principles of sustainable development and the level of planning involved to achieve sustainable development in tourism and hospitality. Learners will develop knowledge and understanding of planning and managing tourism and hospitality across various destinations, considering the trends in place. Further models in place are also studied and their application to practical examples, which provides learners with a broad knowledge base.

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. Evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries.	1.1 Explain the need for planning in the travel, tourism and hospitality industry and how it benefits different stakeholders. 1.2 Explain the pros and cons of public/private sector tourism and hospitality planning partnerships. 1.3 Critically evaluate the different approaches to planning and development in tourism and hospitality at different levels.
2. Understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.	2.1 Explain the concept of sustainability in tourism and hospitality development. 2.2 Describe the different stages of the planning for sustainable tourism and hospitality operations 2.3 Analyse factors that may prevent the development of sustainable tourism and hospitality and how these are managed.
3. Analyse the issues that impact on the planning and development of sustainable tourism and hospitality.	3.1 Analyse the effects of balancing supply and demand in the travel and tourism and hospitality industries. 3.2 Assess the conflicts of interests involved in developing tourism destinations and the methods used to resolve these conflicts. 3.3 Explain ethical issues in context of tourism and hospitality management.

Indicative Content

- Planning in the travel, tourism and hospitality industry and stakeholders.
- Public/private sector tourism and hospitality planning partnerships.
- Different features of planning and development.
- Sustainability in tourism and hospitality.
- Sustainability at the different stages.
- Supply and demand in tourism and hospitality sectors.
- Conflicts of interest.
- Ethical issues in context of tourism.

Supplementary Text and Reading:

- Legrand, W., Sloan, P. and Chen, J. (2013). Sustainability in the Hospitality Industry 2nd Ed. Florence: Taylor and Francis.
- Gardetti, M. and Torres, A. (2016). Sustainability in hospitality. Sheffield: Greenleaf Publishing Limited.
- Girling, R., Lanier, P. and Gordy, H. (n.d.). The good company.
- Kastarlak, B. and Barber, B. (2012). Fundamentals of planning and developing tourism. Boston: Pearson.

UNIT SPECIFICATIONS

Unit Title

Operations Management in Tourism and Resort Operations

Level

4

Learning Time Hours

300

Credit Value

30

Unit aim

This unit aims at providing an understanding and knowledge of operations management within the tourism industry and its resort operations. Learners will look at holiday management and the marketing and distribution methods used to sell holidays. Learners will have the opportunity to make strategic and tactical decisions that address operational management issues in order to achieve success.

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. Demonstrate knowledge on the tour operators industry within the travel and tourism sector.	1.1 Explain the recent trends and developments in the to operator industry.
2. Evaluate the stages involved in constructing and marketing holidays.	2.1 Assess the steps and stages involved in constructing holidays. 2.2 Evaluate the factors to consider in the development a implementation of a successful business plan. 2.3 Assess the different methods of contracting and their suitability in the context of the different types of tour operator. 2.4 Develop a plan to design a promotional brochure. 2.5 Assess the suitability of alternative methods to a tradition brochure.
3. Understand the function and structure of resort operations.	3.1 Examine the function of the resort operations of to operators. 3.2 Describe the structure of the resort offices of different types of tour operator. 3.3 Explain why different resort offices structures are adopted.
4. Understand how to develop a business strategy for a resort/tourist operation.	4.1 Explain the key areas to include in a business strategy and their importance. 4.2 Analyse the factors to take into account in relation to the given resort/tourist operation.

Indicative Content

- Tour operators.
- Trends and developments in the tour operators industry.
- Developing holidays.
- Brochures and alternative methods.
- Resort operations.
- Resort offices.
- Incidents that affect the operations of a resort.
- Issues and measures.

Supplementary Text and Reading:

- Mill, R. (2012). Resorts. Hoboken, N.J.: Wiley.
- Murphy, P. (2008). The Business of Resort Management. Oxford: Butterworth-Heinemann.
- Chuck, K.G. (2012). World of Resorts: From Development to Management.: Pearson College Division
- Middleton, V. and Clarke, J. (2012). Marketing in Travel and Tourism. Jordan Hill: Taylor and Francis.
- Roday, S., Biwal, A. and Joshi, V. (2012). Tourism Operations and Management. New Delhi: Oxford Univ. Pr. Pender, L. and Sharpley, R. (2005). The Management of Tourism. London: Sage.
- Tsiotsou, R. and Goldsmith, R. (2012). Strategic Marketing in Tourism Services. Bingley, UK: Emerald.

UNIT SPECIFICATIONS

Unit Title

Management of Visitor Attractions

Level

4

Learning Time Hours

300

Credit Value

30

Unit aim

The aim of this unit is for learners to develop a broad understanding of the nature, development and management of visitor attractions. Learners will consider tourist motivation theories, analysing their impacts and the ways of further improvement. Learners will explore the techniques used to manage visitor attractions and how they can be used to achieve sustainability.

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 the importance of visitor attractions and the impacts of tourism.	1.1 Assess the importance of different visitor attractions. 1.2 Address the scope of visitor attractions correspondence in relation to types of attraction. 1.3 Evaluate the impacts of tourism on visitor attractions.
2. Understand tourist motivation theories and the needs of different types of visitors.	2.1 Explain the different tourist motivation theories and how they relate to different types of visitor 2.2 Assess the needs and motivations of different types of visitor.
3. Evaluate the techniques used to manage visitor attractions and their impact on sustainability.	3.1 Discuss the processes involved in the development of visitor attractions and the potential issues which could arise. 3.2 Analyse the techniques used to manage different visitor attractions. 3.3 Evaluate management techniques in context of sustainability.

Indicative Content

- Different visitor attractions and their importance.
- Tourism motivation theories.
- Needs and motivations of the different types of visitors.
- Impacts of tourism on visitor attractions.
- Processes involved in the development of visitor attractions.
- Visitor attraction management strategies and techniques.

Supplementary Text and Reading:

- Fyall, A., Garrod, B., Leask, A. and Wanhill, S. (n.d.). Managing visitor attractions.
- Weidenfeld, A., Butler, R. and Williams, A. (n.d.). Visitor attractions and events.
- Albrecht, J. (n.d.). Visitor management in tourism destinations.
- Singh, S. (2010). International tourism development. Jaipur, India: ABD Publishers.

UNIT SPECIFICATIONS

Unit Title

Employability and Development in the Hospitality Industry

Level

4

Learning Time Hours

300

Credit Value

30

Unit aim

This unit aims to provide learners the knowledge and understanding required for effective employment and development in the hospitality industry. Learners will also have the opportunity to consider teams and groups, leadership and communication skills.

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. Evaluate one's own performance and recommend improvements.	1.1 Evaluate the effectiveness of own performance in relation to the defined objectives. 1.2 Provide recommendations for improvement based on their evaluation. 1.3 Assess how motivational techniques help to assist in improve performance in the hospitality sector.
2. Develop interpersonal skills to support effective performance in the	2.1 Demonstrate the use of interpersonal skills in the workplace. 2.2 Review own interpersonal skills to produce a development plan in a hospitality

hospitality industry.	context.
3. Understand team and group working.	3.1 Explain the team roles involved in achieving shared goals. 3.2 Explain team dynamics and their importance in successful team working. 3.3 Assess the different ways used to achieve team goals.

Indicative Content

- Assessing your own learning style.
- Career development in the tourism and hospitality industries.
- Personal SWOT analysis.
- SMART goal setting.
- Developing academic skills.
- Time management.
- Team dynamics.

Supplementary Text and Reading:

- Iderman, B. and Milne, P. (2005). A model for work-based learning. Lanham, Md.: Scarecrow Press.
- Throop, R. and Castellucci, M. (2011). Reaching your potential. Australia: Wadsworth/Cengage Learning.
- CHAITA, M.(2016).Developing Graduate Employability Skills. [S.L.]: Universal Publishers.
- Mackall, D. (2004). Teamwork skills. New York:Ferguson.