

Severn Business College

Qualifi Level 5 Diploma in Hospitality and Tourism Management

Course Handbook

Qualification
Qualifi Level 5 Diploma in Hospitality and Tourism Management

Ofqual Number
603/4404/0

Level
4

Total Qualification Time
1200

Credit Value
120

Aim of the Course
The qualification deals with complex and challenging organisational issues and opportunities. The units are closely linked to current day real world and work challenges and the qualification will test and develop learners' workplace experience and abilities. The qualification will require learners to make judgements and provide creative and practical solutions and ways of responding to organisational challenges and problems. An action based approach will be sought and learners who have strong motivation to progress in their chosen career and business pathway will gain significantly from the qualification. The Level 5 units are also designed to dove-tail into a top-up undergraduate year at a UK University.

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

Course Structure

Qualifi Level 5 Diploma in Hospitality and Tourism Management			
Unit number	**Units**	**Unit level**	**Unit credit**
HTM501	Tourism Destination Management	5	30
HTM502	Entrepreneurship in Tourism and Hospitality Management	5	30
HTM503	Cultural Tourism Management	5	30
HTM504	Research Project	5	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
Tourism Destination Management

Level
5

Learning Time Hours
300

Credit Value
30

Unit aim
In this unit learners will develop knowledge and understanding of national and international tourist destinations, the culture involved and the characteristics of the population. Learners will also look at current trends and their impacts, together with selling in the context of the travel and tourism industry.

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 current trends that affect national and international tourist destinations.	1.1 Analyse the main tourist destinations of the world according to visitor numbers and income generation. 1.2 Assess the current trends that affect tourist destinations. 1.3 Analyse future trends in tourist destinations based on industry statistics.
2. Examine the characteristics of tourist destinations and the relationship to their appeal.	2.1 Evaluate the cultural, social and physical characteristics of tourist destinations. 2.2 Assess how these characteristics affect the appeal of tourist destinations.
3. Evaluate the characteristics of tourist destinations and their impact on tourists and tourism.	3.1 Explain the characteristics of developing tourist destinations. 3.2 Critically evaluate how the characteristics of a tourist destination affect its appeal to tourists.

Indicative Content

- Tourist destinations
- Income generation
- Tourist destination trends
- Cultural, social and physical features of tourist destinations
- Tourist destinations development
- Characteristics of a tourist destination

Supplementary Text and Reading:

- Papatheodorou, A. (2006). Managing tourism destinations. Cheltenham, UK: Edward Elgar Pub.
- Howie, F. (2009). Managing the tourist destination. London: South-Western Cengage Learning.
- Kozak, M. and Baloglu, S. (2012). Managing and marketing tourist destinations. New York: Routledge.
- Edelheim, J. (2016). Tourist Attractions. Bristol: Channel View Multi Matter.

UNIT SPECIFICATIONS

Unit Title

Entrepreneurship in Tourism and Hospitality Management

Level

5

Learning Time Hours

300

Credit Value

30

Unit aim

This unit provides knowledge and understanding of the skills set and characteristics of entrepreneurs in context of the travel and tourism industry. Learners will have the opportunity to analyse their own entrepreneurial skills in the start-up and development of an enterprise to attain 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. Understand the skills and characteristics an entrepreneur needs in the travel and tourism industry.	1.1 Evaluate the skills and characteristics needed for successful entrepreneurship in the travel and tourism industry. 1.2 Develop a self-appraisal of own entrepreneurial skills, recognising strengths and areas for development.
2. Understand the development of enterprises in the travel and tourism	2.1 Explain the process involved in developing an enterprise in the travel and tourism industry. 2.2 Evaluate the factors that contribute to the development and implementation of

industry.	a successful business plan.
3. Develop a business start-up plan for a niche market in the travel and tourism industry.	3.1 Explain the main concepts of formulating the business startup plan. 3.2 Evaluate the sources of funds available for businesses in the travel and tourism industry. 3.3 Justify the selection of a source of funding for the identified niche market. 3.4 Develop a business plan to support the start-up of a niche market business.

Indicative Content

- The concept of Entrepreneurship
- Self-appraisal
- Business enterprise development
- Business start-up plans
- Sources of funds

Supplementary Text and Reading:

- Rimmington, M. (2016). Entrepreneurship in the Hospitality, Tourism and Leisure Industries. [Place of publication not identified]: Routledge.
- Brookes, M. and Altinay, L. (2015). Entrepreneurship in Hospitality and Tourism. Goodfellow Publishers, Limited.
- Ateljevic, J. and Page, S. (2009). Tourism and Entrepreneurship.
- Rao, Y. and Swamy, G. (2011). Tourism Entrepreneurship. New Delhi: Exel Books.

UNIT SPECIFICATIONS

Unit Title

Cultural Tourism Management

Level

5

Learning Time Hours

300

Credit Value

30

Unit aim

The unit provides learners with the knowledge and understanding of the cultural and heritage sector in the travel and tourism industry. This unit provides learners with an in-depth understanding of the growth and development of the cultural and heritage sector and the potential conflicts which could arise within the sector. Learners will have the opportunity to investigate the role and scope of the sector and its impacts on management.

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 development and purpose of the heritage and cultural sector in the travel and tourism industry.	1.1 Evaluate the growth and development of the heritage and cultural sector. 1.2 Assess potential conflicts in the management of heritage and cultural resources and their resolution. 1.3 Explain the purpose of heritage and cultural attractions in meeting the needs of different customers.
2. Understand the roles and responsibilities of organisations in the heritage and cultural sector.	2.1 Evaluate the impact of different types of ownership on the management of heritage and cultural sites. 2.2 Explain the roles and responsibilities of organisations in the heritage and cultural industry.
3. Evaluate the role and methods of interpreting the visitor experience within the heritage and culture sector.	3.1 Explain the significance of interpreting the visitor experience. 3.2 Explain the role of methods of interpretation within the sector. 3.3 Evaluate the methods and media used for interpretation for tourists.

Indicative Content

- Heritage and cultural industry

- Potential conflicts
- Needs of different customers
- Different types of ownership
- Roles and responsibilities of organisations
- Methods of interpreting the visitor experience
- Impact of media on tourism

Supplementary Text and Reading:

- McKercher, B. and Du Cros, H. (2012). Cultural tourism. Abingdon, Oxon: Routledge.
- Du Cros, H. and McKercher, B. (2015). Cultural Tourism. Abingdon, Oxon: Routledge.
- Timothy, D. (2016). Managing heritage and cultural tourism resources. London: Routledge.
- Richards, G., Dupeyras, A. and Hyungwan, K. (2009). The impact of culture on tourism. Paris: OECD

UNIT SPECIFICATIONS

Unit Title
Research Project

Level
5

Learning Time Hours
300

Credit Value
30

Unit aim
This unit is designed to develop learner skills in carrying out independent research and enquiry into a research topic. Learners will investigate the research techniques and methods and elements needed to carry out research, together with the various theories that underpin formal research. Learners should seek approval from their tutor before starting their research project.

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. Develop a research proposal.	1.1 Outline a potential research proposal. 1.2 Address the factors that contribute to the process of selecting a research project. 1.3 Develop a research project proposal including a critical review of the key resources. 1.4 Develop an appropriate plan and procedures to carry out the agreed research proposal.
2. Carry out a research project considering the relevant aspects.	2.1 Develop the research questions and hypothesis and match the resources efficiently. 2.2 Undertake the proposed research project using suitable methods. 2.3 Record and collect relevant data.
3. Evaluate and present the outcomes of the research project.	3.1 Apply suitable research techniques to evaluate the outcomes of the research project. 3.2 Interpret the outcomes to form conclusions and recommendations for future projects. 3.3 Present the outcomes of the research to the target audience using an appropriate format and media.

Supplementary Text and Reading:

- Keizer, J. (2016). Business Research Projects. [Place of PublicationNot Identified]: Routledge.
- Wilson, J. (2014). Essentials of business research. Los Angeles: Sage Publications.
- Thomas, G. (2013). How to do your research project. Los Angeles, Calif.: SAGE.
- Mayo, F. (2014). Planning an applied research project in hospitality, tourism, & sports. Hoboken: Wiley.

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