



SEVERN  
BUSINESS  
COLLEGE

**Qualifi Level 5 Extended Diploma in  
Hospitality and Tourism Management**

**Course Handbook**



## Qualification

Qualifi Level 5 Extended Diploma in Hospitality and Tourism Management

## Ofqual Number

610/3386/8

## Level

5

## Total Qualification Time

2400

## Credit Value

240

## Aim of the Course

The aim of the qualification is to 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. The programmes aim to provide the following:

1. An introduction and insight into the Hospitality and Tourism Industries
2. Background knowledge required to address the key aspects of the Hospitality and Tourism Industry
3. Develop knowledge and understanding of the Hospitality and Tourism Industries by exploring and analysing real life scenarios and businesses.
4. A qualification that enables students to gain credit towards degree entry.
5. A qualification that enables students to develop the academic standards required for study at a higher level.
6. To enable learners to apply analytical and evaluative techniques to business in private and public sectors.
7. To enhance analytical and evaluative skills relating to business across a number of industries
8. To develop the learner's ability to recognise and reflect on the process of personal learning and development, which facilitates the enhancement of key personal, sociable and other transferable skills.
9. To encourage the learner's self-reflection, analytical, intellectual and transferable skills.

## Assessment

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

## Course Structure

Qualifi Level 5 Extended Diploma in Hospitality and Tourism Management			
Unit number	Mandatory Units	Unit level	Unit credit
J/617/5587	Sustainability in Tourism and Hospitality Management	4	30
L/617/5588	Operations Management in Tourism and Resort Operations	4	30
R/617/5589	Management of Visitor Attractions	4	30
J/617/5590	Employability and Development in the Hospitality Industry	4	30
H/617/5631	Tourism Destination Management	5	30
T/617/5634	Entrepreneurship in Tourism and Hospitality Management	5	30
L/617/5719	Cultural Tourism Management	5	30
F/617/5720	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

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.

**Suggested Resources**

- 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 to provide 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 operator's industry within the travel and tourism sector.	1.1 Explain the recent trends and developments in the tour 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 traditional brochure.
3. Understand the function and structure of resort operations.	3.1 Examine the function of the resort operations of tour operators. 3.2 Describe the structure of the resort offices of different types of tour operator.
4 Understand how to develop a business strategy for a resort/tourist operation.	4.1 Explain why different resort offices structures are adopted. 4.2 Explain the key areas to include in a business strategy and their importance. 4.3 Analyse the factors to take into account in relation to the given resort/tourist operation.

### Suggested Resources

- 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:
- OxfordUniv. 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.

### Suggested Resources

- 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 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 hospitality industry.	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 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.

### Suggested Resources

- 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.

## 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 affects its appeal to tourists.

**Suggested Resources**

- 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	1.1 Evaluate the skills and characteristics needed for successful entrepreneurship in

characteristics an entrepreneur needs in the travel and tourism industry.	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 industry.	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 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 start-up 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.

### Suggested Resources

- 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.

### Suggested Resources

- McKercher, B. and Du Cros, H. (2012). Cultural tourism. Abingdon, Oxon: Routledge.
- 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 are search 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 are search 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.

### Suggested Resources

- Keizer, J. (2016). Business Research Projects. [Place of Publication Not 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.