



SEVERN  
BUSINESS  
COLLEGE

**Qualifi Level 7 Diploma in Hospitality and  
Tourism Management  
Course Handbook**



## Qualification

Qualifi Level 7 Diploma in Hospitality and Tourism Management

## Ofqual Number

603/2655/4

## Level

7

## Total Qualification Time

1200

## Credit Value

120

## Aim of the Course

This qualification has been created to develop and reward the business managers of today and the future, and to continue to bring recognition and professionalism to the hospitality and tourism management sectors.

## Assessment

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

## Course Structure

Qualifi Level 7 Diploma in Hospitality and Tourism Management			
Unit number	Units	Unit level	Unit credit
HMT701	Marketing Approaches in Hospitality and Tourism	7	30
HMT702	Strategic Planning Facets in Hospitality and Tourism	7	30
HMT703	Tourism Policy in International Context and Development	7	30
HMT704	The Culture and Society in Tourism	7	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

Marketing Approaches in Hospitality and Tourism

### Level

7

### Learning Time Hours

300

### Credit Value

30

### Unit aim

This unit aims to consider the competitive business environment which has seen an alteration from traditional marketing to more diverse approaches. The unit explores the candidates' knowledge in understanding the current market, importance of marketing to the industry, knowledge in developing marketing, branding and public relations strategies that advances the rivalry position to the 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: Identify and evaluate marketing	1.1: Classify the marketing strategies within the hospitality or the tourism sector

strategies for the hospitality and tourism sector	1.2: Critically evaluate the identified strategies in the hospitality or the tourism sector
2: Assess and recommend marketing strategies for hospitality and tourism sector <sup>2</sup>	2.1: Evaluate the role of network and customer relationship marketing in context of the industry 2.2: Recommend marketing and customer loyalty strategies for an organisation in the hospitality or the tourism industry.
3: Classify and show critical evaluation on marketing communication strategies for hospitality and tourism organisations	3.1: Inform how marketing communications will assist the development of brand identity strategies 3.2: Assess how effective is e-marketing, viral and guerrilla marketing strategies are towards the hospitality or tourism organisations 3.3: Recommend marketing communication strategies for the chosen hospitality or tourism organisation with relevant justification

### Textbooks

- Berge, P. and Eliassen, S. (2010). Hospitality and tourism management. New York: Nova Science Publishers.
- Middleton, V. & Fyall, A. (2009) Marketing in Travel and Tourism, Oxford: Butterworth-Heinemann.
- Holloway, C. (2004) Marketing for Tourism, London: FT Prentice Hall.
- Kotler, P., Bowen, J. & Makens, J. (2013) Marketing for Tourism and Hospitality, London: Pearson.
- Reid, R. (2001). Hospitality marketing management. New York: Van Nostrand Reinhold.
- McCabe, S. (2012). Marketing communications in tourism and hospitality. Oxford: Butterworth-Heinemann.

## UNIT SPECIFICATIONS

### Unit Title

Strategic Planning Facets in Hospitality and Tourism

### Level

7

### Learning Time Hours

300

### Credit Value

30

### Unit aim

This unit provides the learners to gain knowledge about strategic business planning in the hospitality and tourism sector. The learners will be able to develop strategic business plans and apply them to organisations selected. Students will gain knowledge in identifying and critically evaluating theories of business strategy. The unit also assists students in developing skills to analyse strategic fit to develop business strategies. Learners will also gain understanding in the concept of business ethics.

### 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 use of theories and approaches in identifying and evaluating business strategy.	1.1: Identify the different methods and theories used in identifying and evaluating business strategy. 1.2: Compare and differentiate the approaches and theories identified.
2: Identify and evaluate the strategic options toward hospitality and tourism organisations.	2.1: Using strategic business development theories identify the strategic options available for a hospitality or tourism organisation. 2.2: Show critical evaluation of the strategic options available.
3: Identify the risk involved and be able to recommend and justify suitable options.	3.1: Address the risks involved as a result of adopting the strategic option. 3.2: Recommend and justify further strategic options available for hospitality and tourism organisation.
4: Develop a business strategy and evaluation of the concept ethics.	4.1: Using strategic planning models develop a business strategy for the organisation in the hospitality and tourism sector. 4.2: Critically assess the concept of ethics in the development of business strategy.
5: Identify potential conflicts and the techniques for mitigation in the implementation of a business strategy.	5.1: Recognise and analyse the areas of conflict in the implementation of the business strategy. 5.2: Endorse measures or techniques in mitigating the conflicts during the implementation of a business strategy

### Textbooks

- Campbell, D., Edgar, D. and Stonehouse, G. (2011). Business strategy. New York: Palgrave Macmillan.
- Hassanien, A. (2015). Hospitality business development. [Place of publication not identified]: Routledge.
- Olsen, M., West, J., Tse, E. (2013) Strategic Management in the Hospitality Industry, London: Pearson.
- Guliani, L. and Rizwan, S. (2016). Corporate social responsibility in the hospitality and tourism industry. Hershey, PA: Business Science Reference.
- Jaszay, C. and Dunk, P. (2006). Ethical decision making in the hospitality industry. Upper Saddle River, N.J.: Pearson/Prentice Hall.

## UNIT SPECIFICATIONS

### Unit Title

Tourism Policy in International Context and Development

### Level

7

### Learning Time Hours

300

### Credit Value

30

### Unit aim

This unit assists the students to show critical understanding of principles of tourism policy and how it connects with the issues of development. Students will identify and analyse the theories and concepts with regards to public policy, tourism management and international development and apply it in the context of tourism. The unit also supports the students to apply development indicators and to create plans for tourism projects in order to address development problems.

### 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: Identify and critically analyse the concepts and theories related public policy for tourism	1.1: Analyse the history of tourism policy and critically evaluate the various approaches to tourism policy 1.2: Clarify the multi-scalar nature of contemporary tourism policy and the institutes involved in tourism development at the global, national and local scale
2: Critically evaluate theories in international hospitality and tourism development	2.1: Analyse the theoretical approaches and evaluate its usefulness in context of international development 2.2: Critically evaluate the position of developing countries with the use of theories in context of international development
3: Show critical analysis in the affiliation between tourism and international development	3.1: Critically evaluate the impacts of tourism in destinations 3.2: Critically analyse the affiliation between tourism and sustainable development 3.3: Analyse the ways in which tourism assists international development goals.
4: Develop plans for tourism projects to manage development problems.	4.1: Investigate and explain development issues in an international context 4.2: Develop and explain plans for tourism projects that addresses and manages the development issues

### Textbooks

- Dredge, D. & Jenkins, J. (2007) Tourism Planning and Policy. Milton Qld: Wiley.
- Burns, P. and Novelli, M (2006) Tourism and Politics: Global Frameworks and Local Realities. Butterworth Heinemann.
- Hall, C.M. (2008) Tourism Planning. Policies, Processes and Relationships. Second Edition. Harlow: Pearson, Prentice Hall.
- Kennell, J. & Chaperon, S. (2015) Tourism and Public Policy, Abingdon: Routledge.
- Edgell, D. & Swanson, J. (2013) Tourism Policy and Planning: Yesterday, Today and Tomorrow. Abingdon: Routledge.

## UNIT SPECIFICATIONS

### Unit Title

The Culture and Society in Tourism

**Level**

7

**Learning Time Hours**

300

**Credit Value**

30

**Unit aim**

This unit assists students in being able to provide a discussion on the local and international issues of tourism. The students will also be able to understand the effectivity of tourism and travel in the context of society and personal views. It also provides a deeper understanding of the role and functions of tourism. The unit covers information on the contemporary tourism management and development. The student is able to review how the roles of tourism represent public culture, the public heritage and the public nature of places which has possibly changed under the new climates of postmodern, post-industrial and postcolonial concepts.

**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: Identify and analyse the current trends in tourism	1.1: Identify the current trends available in tourism 1.2: Analyse the current trends identified in context of tourism and an organisation in the hospitality and tourism sector
2: Demonstrate critical knowledge on the changing nature of tourism	2.1: Address the changes in the nature of tourism 2.2: Identify the issues experienced as a result of the changes 2.3: Identify the issues experienced as a result of the changes 2.4: Explain the concepts of postmodern, post-industrial and post-colonial in context of tourism
3: Demonstrate knowledge in planning for tourism development <sup>2</sup>	3.1: Address the relationship tourism has with culture and society 3.2: Explain the emerging trends in international policy towards tourism 3.3: Critically explain how the trends support the plan for tourism development

**Textbooks**

- Jamal, T.B. and M. Robinson (2012). The Sage Handbook of Tourism Studies, London, Sage.
- Cooper C. and C.M. Hall (2013) Contemporary Tourism: An International Approach, 2nd ed. Oxford: Butterworth-Heinemann
- Smith, M. and G. Richards. (eds). (2013) The Routledge Handbook of Cultural Tourism. London. Routledge.
- Lanfant, M-F., Allcock, J-B, and Bruner, E. (2005) International Tourism: Identity and Change. London, Sage.
- Nogués Pedregal, A. (2012). Culture and society in tourism contexts. Bingley: Emerald.