



**Level 3 Diploma in Hospitality  
and Tourism Management**

**Level 4 Diploma in Hospitality and  
Tourism Management**

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

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

Qualification Specification

October 2023

*All QUALIFI materials, including assessment materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) QUALIFI Ltd and MUST not be distributed, sold, published, made available to others, or copied other than for your personal study use unless you have gained written permission to do so from QUALIFI Ltd. This applies to the materials in their entirety and to any part of the materials.*

# Contents

About QUALIFI.....	4
Why Choose QUALIFI Qualifications? .....	4
Support for the Qualification Development .....	4
Equality and Diversity .....	4
Qualification Title and Accreditation Number .....	5
Qualification Aims and Learning Outcomes .....	5
Aims of the QUALIFI Diplomas in Hospitality and Tourism Management .....	5
Learning Outcomes of the QUALIFI Diplomas in Hospitality and Tourism Management.....	6
Delivering the Qualifications .....	6
External Quality Assurance Arrangements .....	6
Learner Induction and Registration .....	6
Entry Criteria .....	7
Recognition of Prior Learning .....	8
Data Protection .....	8
Learner Voice.....	8
Professional Development and Training for Centres.....	8
Progression and Links to other QUALIFI Programmes .....	9
Qualification Structure and Requirements .....	10
Credits and Total Qualification Time (TQT) .....	10
Total Qualification Time (TQT) .....	10
Guided Learning Hours (GLH).....	10
Rules of Combination for QUALIFI Level 3 Diploma in Hospitality and Tourism Management.....	10
Achievement Requirements .....	11
Awarding Classification/Grading .....	11
Rules of Combination for QUALIFI Level 4 Diploma in Hospitality and Tourism Management.....	11
Achievement Requirements .....	11
Awarding Classification/Grading .....	11
Rules of Combination for QUALIFI Level 5 Diploma in Hospitality and Tourism Management.....	12
Achievement Requirements .....	12
Awarding Classification/Grading .....	12

Rules of Combination for QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management .....	13
Achievement Requirements .....	13
Awarding Classification/Grading .....	13
Assessment Strategy and Methods.....	14
Unit Specifications.....	15
HTM301: Introduction to the Tourism Industry .....	15
HTM302: Introduction to the Hospitality Industry .....	17
HTM303: Introduction to Marketing for Hospitality and Tourism.....	19
HTM304: Introduction to Customer Service for Hospitality and Tourism .....	21
HTM401: Sustainability in Tourism and Hospitality Management .....	23
HTM402: Operations Management in Tourism and Resort Operations .....	25
HTM403: Management of Visitor Attractions .....	28
HTM404: Employability and Development in Hospitality Industry.....	30
HTM501: Tourism Destination Management .....	32
HTM502: Entrepreneurship in Tourism and Hospitality Management .....	34
HTM503: Cultural Tourism Management .....	36
HTM504: Research Project .....	38
Contact Details .....	40

## About QUALIFI

QUALIFI is recognised and regulated by Ofqual (Office of Qualifications and Examinations Regulator). Our Ofqual reference number is RN5160. Ofqual regulates qualifications, examinations, and assessments in England.

As an Ofqual recognised Awarding Organisation, QUALIFI is required to carry out external quality assurance to ensure that centres approved for the delivery and assessment of QUALIFI's qualifications meet the required standards.

### Why Choose QUALIFI Qualifications?

QUALIFI qualifications aim to support learners to develop the necessary knowledge, skills and understanding to support their professional development within their chosen career and or to provide opportunities for progression to further study.

Our qualifications provide opportunities for learners to:

- apply analytical and evaluative thinking skills
- develop and encourage problem solving and creativity to tackle problems and challenges
- exercise judgement and take responsibility for decisions and actions
- develop the ability to recognise and reflect on personal learning and improve their personal, social, and other transferable skills.

### Support for the Qualification Development

During the development of this qualification QUALIFI consults with a range of employers, providers, and existing centres where applicable, to ensure rigor, validity, and demand for the qualification and to ensure that the development considers the potential learner audience for the qualification and assessment methods.

### Equality and Diversity

QUALIFI's qualifications are developed to be accessible to all learners who are capable of attaining the required standard. QUALIFI promotes equality and diversity across aspects of the qualification process and centres are required to implement the same standards of equal opportunities and ensure teaching and learning are free from any barriers that may restrict access and progression.

Learners with any specific learning need should discuss this in the first instance with their approved centre who will refer to QUALIFI's Reasonable Adjustment and Special Consideration Policy.

## Qualification Title and Accreditation Number

This qualification has been accredited to the Regulated Qualification Framework (RQF) and has its own unique Qualification Accreditation Number (QAN). This number will appear on the learner's final certification document. Each unit with the qualification has its own RQF code. The QAN for this qualification is as follows:

**QUALIFI Level 3 Diploma in Hospitality and Tourism Management (603/4400/3)**

**QUALIFI Level 4 Diploma in Hospitality and Tourism Management (603/4399/0)**

**QUALIFI Level 5 Diploma in Hospitality and Tourism Management (603/4404/0)**

**QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management (610/3386/8)**

## Qualification Aims and Learning Outcomes

### Aims of the QUALIFI Diplomas in Hospitality and Tourism Management

The aim of the qualifications 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.

## **Learning Outcomes of the QUALIFI Diplomas in Hospitality and Tourism Management**

The overall learning outcomes for all qualifications are:

1. To understand and apply the principles of management in hospitality and tourism
2. Review and apply the principles of business management within the industry
3. To understand and apply the principles of management in a specific environment
4. To improve the employability of learners by allowing them to explore the relationship between management theories and their practical application in the business world.
5. Analyse problem solving techniques specific to business and industry
6. Select, collate, review and analyse information from a wide range of sources
7. Effectively use verbal and communication skills
8. Work independently and as part of a team
9. Manage one's own personal development and growth.

The learning outcomes and assessment criteria for each unit are outlined in the Unit Specifications.

## **Delivering the Qualifications**

### **External Quality Assurance Arrangements**

All centres are required to complete an approval process to be recognised as an approved centre. Centres must have the ability to support learners. Centres must commit to working with QUALIFI and its team of External Quality Assurers (EQAs). Approved Centres are required to have in place qualified and experienced tutors, all tutors are required to undertake regular continued professional development (CPD).

Approved centres will be monitored by QUALIFI External Quality Assurers (EQAs) to ensure compliance with QUALIFI requirements and to ensure that learners are provided with appropriate learning opportunities, guidance, and formative assessment.

QUALIFI's guidance relating to invigilation, preventing plagiarism and collusion will apply to centres.

QUALIFI, unless otherwise agreed:

- sets all assessments;
- moderates' assessments prior to certification;
- awards the final mark and issues certificates.

### **Learner Induction and Registration**

Approved Centres should ensure all learners receive a full induction to their study programme and the requirements of the qualification and its assessment.

All learners should expect to be issued with the course handbook, a timetable and meet with their personal tutor and fellow learners. Centres should assess learners carefully to ensure that they are

able to meet the requirements qualification and that if applicable appropriate pathways or optional units are selected to meet the learner's progression requirements.

Centres should check the qualification structures and unit combinations carefully when advising learners. Centres will need to ensure that learners have access to a full range of information, advice, and guidance to support them in making the necessary qualification and unit choices. During recruitment, approved centres need to provide learners with accurate information on the title and focus of the qualification for which they are studying.

All learners must be registered with QUALIFI within the deadlines outlined in the QUALIFI Registration, Results and Certification Policy and Procedure.

### **Entry Criteria**

Approved Centres are responsible for reviewing and making decisions as to the applicant's ability to complete the learning programme successfully and meet the demands of the qualification. The initial assessment by the centre, will need to consider the support that is readily available or can be made available to meet individual learner needs as appropriate.

The qualifications have been designed to be accessible without artificial barriers that restrict access.

In the case of applicants whose first language is not English, then an appropriate IELTS (or equivalent) is required. International qualifications will be checked for appropriate enrolment to UK higher education postgraduate programmes where applicable. The applicants are normally required to produce two supporting references, at least one of which should preferably be academic.

### **QUALIFI Level 3 Diploma in Hospitality and Tourism Management**

This is an open entry qualification, and the only guidance is that candidates possess an IELTS 5.5 or other evidence of competence in English at this level.

### **QUALIFI Level 4 Diploma in Hospitality and Tourism Management**

A Level 3 qualification is required or the learner has demonstrated some ability and possess qualifications at Level 3, for example 'A' Levels or vocational awards.

### **QUALIFI Level 5 Diploma in Hospitality and Tourism Management**

- qualifications at Level 3 and/or 4;
- work experience at a managerial level and demonstrate ambition with clear career goals;
- a first degree in another discipline and want to develop their careers hospitality and tourism management.

## **QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management**

Entry criteria is the same as Level 4. The Extended Diploma is a combination of Level 4 and level 5.

### **Recognition of Prior Learning**

Recognition of Prior Learning (RPL) is a method of assessment (leading to the award of credit) that considers whether learners can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess, and so do not need to develop through a course of learning.

QUALIFI encourages centres to recognise learners' previous achievements and experiences whether at work, home or at leisure, as well as in the classroom. RPL provides a route for the recognition of the achievements resulting from continuous learning. RPL enables recognition of achievement from a range of activities using any valid assessment methodology. Provided that the assessment requirements of a given unit or qualification have been met, the use of RPL is acceptable for accrediting a unit, units, or a whole qualification.

Evidence of learning must be valid and reliable. For full guidance on RPL please refer to QUALIFI's *Recognition of Prior Learning Policy*.

### **Data Protection**

All personal information obtained from learners and other sources in connection with studies will be held securely and will be used during the course and after they leave the course for a variety of purposes and may be made available to our regulators. These should be all explained during the enrolment process at the commencement of learner studies. If learners or centres would like a more detailed explanation of the partner and QUALIFI policies on the use and disclosure of personal information, please contact QUALIFI via email [support@QUALIFI-international.com](mailto:support@QUALIFI-international.com)

### **Learner Voice**

Learners can play an important part in improving the quality through the feedback they give. In addition to the on-going discussion with the course team throughout the year, centres will have a range of mechanisms for learners to feed back about their experience of teaching and learning.

### **Professional Development and Training for Centres**

QUALIFI support its approved centres with training related to our qualifications. This support is available through a choice of training options offered through publications or through customised training at your centre.

The support we offer focuses on a range of issues including:

- planning for the delivery of a new programme/planning for assessment and grading
- developing effective assignments



- building your team and teamwork skills/developing learner-centred learning and teaching approaches/building in effective and efficient quality assurance systems.

Please contact us for further information.

## **Progression and Links to other QUALIFI Programmes**

Completing the **QUALIFI Level 3 Diploma in Hospitality and Tourism Management** will enable learners to progress to:

- QUALIFI Level 4 Diploma in Hospitality and Tourism Management
- QUALIFI Level 4 Diploma in related areas.
- Employment in an associated profession.

Completing the **QUALIFI Level 4 Hospitality and Tourism Management** will enable learners to progress to:

- QUALIFI Level 5 Diploma in Hospitality and Tourism Management
- QUALIFI Level 5 Diploma in related areas.
- Employment in an associated profession.

Completing the **QUALIFI Level 5 Diploma in Hospitality and Tourism Management** will enable learners to progress to:

- QUALIFI Level 7 Diploma in related areas.
- Bachelor's degree final year
- Employment in an associated profession.

Completing the **QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management** will enable learners to progress to:

- QUALIFI Level 7 Diploma in related areas.
- Bachelor's degree final year
- Employment in an associated profession.

# Qualification Structure and Requirements

## Credits and Total Qualification Time (TQT)

The QUALIFI Level 3 Diploma in Hospitality and Tourism Management is made up of 120 credits which equates to 1200 hours of TQT.

The QUALIFI Level 4 Diploma in Hospitality and Tourism Management is made up of 120 credits which equates to 1200 hours of TQT.

The QUALIFI Level 5 Diploma in Hospitality and Tourism Management is made up of 120 credits which equates to 1200 hours of TQT.

The QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management is made up of 240 credits which equates to 24000 hours of TQT.

**Total Qualification Time (TQT)** is an estimate of the total amount of time that could reasonably be expected to be required for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

Examples of activities that can contribute to Total Qualification Time include guided learning, independent and unsupervised research/learning, unsupervised compilation of a portfolio of work experience, unsupervised e-learning, unsupervised e-assessment, unsupervised coursework, watching a prerecorded podcast or webinar, unsupervised work-based learning.

**Guided Learning Hours (GLH)** are defined as the time when a tutor is present to give specific guidance towards the learning aim being studied on a programme. This definition includes lectures, tutorials, and supervised study in, for example, open learning centres and learning workshops, live webinars, telephone tutorials or other forms of e-learning supervised by a tutor in real time. Guided learning includes any supervised assessment activity; this includes invigilated examination and observed assessment and observed work-based practice.

## Rules of Combination for QUALIFI Level 3 Diploma in Hospitality and Tourism Management

All Units are mandatory.

Unit Reference	Mandatory Units	Level	TQT	Credits	GLH
H/617/5595	Introduction to the Tourism Industry	3	300	30	225
M/617/5597	Introduction to the Hospitality Industry	3	300	30	225
A/617/5599	Introduction to Marketing for Hospitality and Tourism	3	300	30	225
M/617/5602	Introduction to Customer Service for Hospitality and Tourism	3	300	30	225
<b>Totals</b>			<b>1200</b>	<b>120</b>	<b>900</b>

### Achievement Requirements

Learners must demonstrate they have met all assessment criteria for all units to achieve this qualification. QUALIFI will issue certificates to all successful learners via their registered centres.

### Awarding Classification/Grading

All unit grading is shown on the qualification transcript.

**Fail - 0-39%**

**Pass - 40%-100%**

All units will be internally assessed through written assignment, internally marked by the QUALIFI approved centre and subject to external quality assurance by QUALIFI.

### Rules of Combination for QUALIFI Level 4 Diploma in Hospitality and Tourism Management

All Units are mandatory.

Unit Reference	Mandatory Units	Level	TQT	Credits	GLH
J/617/5587	Sustainability in Tourism and Hospitality Management	4	300	30	150
L/617/5588	Operations Management in Tourism and Resort Operations	4	300	30	150
R/617/5589	Management of Visitor Attractions	4	300	30	150
J/617/5590	Employability and Development in the Hospitality Industry	4	300	30	150
<b>Totals</b>			<b>1200</b>	<b>120</b>	<b>600</b>

### Achievement Requirements

Learners must demonstrate they have met all assessment criteria for all units to achieve this qualification. QUALIFI will issue certificates to all successful learners via their registered centres.

### Awarding Classification/Grading

All unit grading is shown on the qualification transcript.

**Fail - 0-39%**

**Pass - 40%-59%**

**Merit - 60% - 69%**

**Distinction 70%+**

All units will be internally assessed through written assignment, internally marked by the QUALIFI approved centre and subject to external quality assurance by QUALIFI.

## Rules of Combination for QUALIFI Level 5 Diploma in Hospitality and Tourism Management

All Units are mandatory.

Unit Reference	Mandatory Units	Level	TQT	Credits	GLH
H/617/5631	Tourism Destination Management	5	300	30	150
T/617/5634	Entrepreneurship in Tourism and Hospitality Management	5	300	30	150
L/617/5719	Cultural Tourism Management	5	300	30	150
F/617/5720	Research Project	5	300	30	150
<b>Totals</b>			<b>1200</b>	<b>120</b>	<b>600</b>

### Achievement Requirements

Learners must demonstrate they have met all assessment criteria for all units to achieve this qualification. QUALIFI will issue certificates to all successful learners via their registered centres.

### Awarding Classification/Grading

All unit grading is shown on the qualification transcript.

**Fail - 0-39%**

**Pass - 40%-59%**

**Merit - 60% - 69%**

**Distinction 70%+**

All units will be internally assessed through written assignment, internally marked by the QUALIFI approved centre and subject to external quality assurance by QUALIFI.

## Rules of Combination for QUALIFI Level 5 Extended Diploma in Hospitality and Tourism Management

All Units are mandatory.

Unit Reference	Mandatory Units	Level	TQT	Credits	GLH
J/617/5587	Sustainability in Tourism and Hospitality Management	4	300	30	150
L/617/5588	Operations Management in Tourism and Resort Operations	4	300	30	150
R/617/5589	Management of Visitor Attractions	4	300	30	150
J/617/5590	Employability and Development in the Hospitality Industry	4	300	30	150
H/617/5631	Tourism Destination Management	5	300	30	150
T/617/5634	Entrepreneurship in Tourism and Hospitality Management	5	300	30	150
L/617/5719	Cultural Tourism Management	5	300	30	150
F/617/5720	Research Project	5	300	30	150
<b>Totals</b>			<b>2400</b>	<b>240</b>	<b>1200</b>

### Achievement Requirements

Learners must demonstrate they have met all assessment criteria for all units to achieve this qualification. QUALIFI will issue certificates to all successful learners via their registered centres. Learners who complete 120 credits at Level 4 may be offered an exit award **QUALIFI Level 4 Diploma in Hospitality and Tourism Management (603/4399/0)**

### Awarding Classification/Grading

All unit grading is shown on the qualification transcript.

**Fail - 0-39%**

**Pass - 40%-59%**

**Merit - 60% - 69%**

**Distinction 70%+**

All units will be internally assessed through written assignment, internally marked by the QUALIFI approved centre and subject to external quality assurance by QUALIFI.

## **Assessment Strategy and Methods**

QUALIFI will provide written assessment tasks for each Unit of this qualification. These tasks will address all Learning Outcomes and related Assessment Criteria, all of which must be demonstrated/passed in order to achieve the qualification.

The tasks will enable learners to draw on 'work-related' information and/or examples wherever possible. Some assessment tasks will contain a practical assignment which will require observation by an assessor, see Assessment Guidance for further information.

The assessment tasks will require learners to draw on real organisational information or case studies to illustrate their answers. To support this activity during the programme of learning, centres are required to make sure that they include case studies of relevant organisations and, wherever possible, encourage learners to draw on work-place opportunities to undertake research and investigation to support their learning.

QUALIFI provide a Candidate Workbook for each unit that Learners should use to record their answers and/or cross-reference any supporting evidence relating to a practical task. Approved centres should request a copy of the assessment workbook.

Learner assessments will be internally marked by the Approved Centre and will be subject to external moderation by QUALIFI prior to certification.

For more information, please contact us.

# Unit Specifications

## HTM301: Introduction to the Tourism Industry

Unit code: H/617/5595

RQF level: 3

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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



## HTM302: Introduction to the Hospitality Industry

Unit code: M/617/5597

RQF level: 3

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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.
2. 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.

## **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

## HTM303: Introduction to Marketing for Hospitality and Tourism

Unit code: A/617/5599

RQF level: 3

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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.

## **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

## HTM304: Introduction to Customer Service for Hospitality and Tourism

Unit code: M/617/5602

RQF level: 3

### 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 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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.

### **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

## HTM401: Sustainability in Tourism and Hospitality Management

Unit code: J/617/5587

RQF level: 4

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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

### Suggested 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.



## HTM402: Operations Management in Tourism and Resort Operations

Unit code: L/617/5588

RQF level: 4

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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 and 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.
3. Understand the function and structure of resort operations.	2.5	Assess the suitability of alternative methods to a traditional brochure.
	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.	2.3	Explain why different resort offices structures are adopted.
	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

### Suggested 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.

## HTM403: Management of Visitor Attractions

Unit code: R/617/5589

RQF Level: 4

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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	3.1	Discuss the processes involved in the development of visitor attractions and the potential issues which could arise.

attractions and their impact on sustainability.		
	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.

### Suggested 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.

## HTM404: Employability and Development in Hospitality Industry

Unit code: J/617/5590

RQF Level: 4

### 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

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:	<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
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.

### 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

### Suggested 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.

## HTM501: Tourism Destination Management

Unit code: H/617/5631

RQF Level: 5

### 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

<b>Learning Outcomes.</b>	<b>Assessment Criteria.</b>	
To achieve this unit a learner must be able to:	Assessment of these outcomes demonstrates a learner can:	
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.

### 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

### Suggested 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.

## HTM502: Entrepreneurship in Tourism and Hospitality Management

Unit code: T/617/5634

RQF level: 5

### 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

<b>Learning Outcomes.</b>	<b>Assessment Criteria.</b>	
To achieve this unit a learner must be able to:	Assessment of these outcomes demonstrates a learner can:	
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 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.

### Indicative Content

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

### Suggested Reading

Rimington, 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.

## HTM503: Cultural Tourism Management

Unit code: L/617/5719

RQF level: 5

### 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

<b>Learning Outcomes.</b>	<b>Assessment Criteria.</b>	
To achieve this unit a learner must be able to:	Assessment of these outcomes demonstrates a learner can:	
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.

## Indictive 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

## Suggested 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

## HTM504: Research Project

Unit code:

F/617/5720

RQF level: 5

### 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

Learning Outcomes.	Assessment Criteria.	
To achieve this unit a learner must be able to:	Assessment of these outcomes demonstrates a learner can:	
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	Ppresent the outcomes of the research to the target audience using an appropriate format and media.

### Suggested Reading

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.

## Contact Details

Customer service number: +44 (0) 1158882323

Email: [support@QUALIFI-international.com](mailto:support@QUALIFI-international.com)

Website: [www.QUALIFI.net](http://www.QUALIFI.net) [www.QUALIFI-international.com](http://www.QUALIFI-international.com)