



OTHM LEVEL 4 DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

Qualification Number: 603/2314/0

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TABLE OF CONTENTS

QUALIFICATION OBJECTIVES	3
QUALITY, STANDARDS AND RECOGNITIONS	3
REGULATORY INFORMATION	3
EQUIVALENCES	4
QUALIFICATION STRUCTURE.....	4
DEFINITIONS	4
ENTRY REQUIREMENTS	5
PROGRESSION	5
DELIVERY OF OTHM QUALIFICATIONS	5
ASSESSMENT AND VERIFICATION	5
RECOGNITION OF PRIOR LEARNING AND ACHIEVEMENT.....	6
EQUALITY AND DIVERSITY	6
CONTACT DETAILS.....	7
UNIT SPECIFICATIONS.....	8
UNIT 01: TOURISM AND HOSPITALITY BUSINESS MANAGEMENT	9
UNIT 02: SERVICES MARKETING AND CUSTOMER SERVICE	12
UNIT 03: ACCOUNTING AND FINANCE	15
UNIT 04: ACADEMIC AND PROFESSIONAL DEVELOPMENT.....	17
UNIT 05: EVENTS MANAGEMENT	19
UNIT 06: DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY.....	22
IMPORTANT NOTE.....	25

QUALIFICATION OBJECTIVES

The objective of the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification is to support learners' development as managers within the tourism and hospitality industry. The qualification enables learners to develop their knowledge of theories applicable to management in the tourism and hospitality industry. It enables learners to make well-informed and confident decisions about the management of work areas in the tourism and hospitality industry. Successful completion of the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification will provide learners with the opportunity to progress to further study or employment.

QUALITY, STANDARDS AND RECOGNITIONS

OTHM Qualifications are approved and regulated by Ofqual (Office of Qualifications and Examinations Regulation). Visit register of [Regulated Qualifications](#).

OTHM has progression arrangements with several UK universities that acknowledges the ability of learners after studying Level 3-7 qualifications to be considered for advanced entry into corresponding degree year/top-up and Master's/top-up programmes.

REGULATORY INFORMATION

Qualification Title	OTHM Level 4 Diploma in Tourism and Hospitality Management
Ofqual Ref. No.	603/2314/0
Regulation Start Date	21-Aug-2017
Operational Start Date	01-Sep-2017
Duration	1 Year
Total Credit Value	120 Credits
Total Qualification Time (TQT)	1200 Hours
Guided Learning Hours (GLH)	480 Hours
Sector Subject Area (SSA)	8.2 Travel and tourism
Overall Grading Type	Pass / Fail
Assessment Methods	Coursework
Language of Assessment	English

EQUIVALENCES

OTHM qualifications at RQF Level 4 represent practical knowledge, skills, capabilities and competences that are assessed in academic terms as being equivalent to Higher National Certificates (HNC) and Year 1 of a three-year UK Bachelor's degree programme.

QUALIFICATION STRUCTURE

The OTHM Level 4 Diploma in Tourism and Hospitality Management consists of 6 mandatory units for a combined total of 120 credits, 1200 hours Total Qualification Time (TQT) and 480 Guided Learning Hours (GLH) for the completed qualification.

Unit Ref. No.	Mandatory unit title	Credit	GLH	TQT
Y/616/2679	Tourism and Hospitality Business Management	20	80	200
M/616/2669	Services Marketing and Customer Service	20	80	200
H/616/2670	Accounting and Finance	20	80	200
K/616/2671	Academic And Professional Development	20	80	200
M/616/2672	Events Management	20	80	200
T/616/2673	Development of the Tourism and Hospitality Industry	20	80	200

DEFINITIONS

Total Qualification Time (TQT) is the number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required in order for a Learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

Total Qualification Time is comprised of the following two elements –

- a) the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and*
- b) an estimate of the number of hours a Learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place as directed by – but, unlike Guided Learning, not under the Immediate Guidance or Supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.*

(Ofqual 15/5775 September 2015)

Guided Learning Hours (GLH) is defined as the hours that a teacher, lecturer or other member of staff is available to provide immediate teaching support or supervision to a student working towards a qualification.

Credit value is defined as being the number of credits that may be awarded to a Learner for the successful achievement of the learning outcomes of a unit. One credit is equal to 10 hours of TQT.

ENTRY REQUIREMENTS

For entry onto the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification, learners must possess:

- Relevant NQF/QCF/RQF Level 3 Award/Diploma or at the level of GCE/GCSE or equivalent qualification
- Mature learners (over 21) with management experience (learners must check with the delivery centre regarding this experience prior to registering for the programme)
- Learner must be 18 years or older at the beginning of the course
- **English requirements:** If a learner is not from a majority English-speaking country must provide evidence of English language competency. For more information visit [English Language Expectations](http://www.othm.org.uk) page in our website www.othm.org.uk.

PROGRESSION

Successful completion of OTHM Level 4 Diploma in Tourism and Hospitality Management qualification will provide learners the opportunity for a wide range of academic progressions including OTHM Level 5 Diploma in Tourism and Hospitality Management. As this qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), learners are eligible to gain direct entry into 2nd year of a three-year UK Bachelor's degree programme. For more information visit [University Progressions](#) page.

DELIVERY OF OTHM QUALIFICATIONS

OTHM do not specify the mode of delivery for its qualifications, therefore OTHM Centres are free to deliver this qualifications using any mode of delivery that meets the needs of their Learners. However OTHM Centres should consider the Learners' complete learning experience when designing the delivery of programmes.

OTHM Centres must ensure that the chosen mode of delivery does not unlawfully or unfairly discriminate, whether directly or indirectly, and that equality of opportunity is promoted. Where it is reasonable and practicable to do so, it will take steps to address identified inequalities or barriers that may arise.

Guided Learning Hours (GLH) which are listed in each unit gives the Centres the number of hours of teacher-supervised or direct study time likely to be required to teach that unit.

ASSESSMENT AND VERIFICATION

All units within this qualification are internally assessed by the centre and externally verified by OTHM. The qualifications are criterion referenced, based on the achievement of all the specified learning outcomes.

To achieve a 'pass' for a unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria. Judgement that the learners have successfully fulfilled the assessment criteria is made by the Assessor.

The Assessor should provide an audit trail showing how the judgement of the learners' overall achievement has been arrived at.

RECOGNITION OF PRIOR LEARNING AND ACHIEVEMENT

Recognition of Prior Learning (RPL) is a method of assessment 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 do not need to develop through a course of learning.

RPL policies and procedures have been developed over time, which has led to the use of a number of terms to describe the process. Among the most common are:

- Accreditation of Prior Learning (APL)
- Accreditation of Prior Experiential Learning (APEL)
- Accreditation of Prior Achievement (APA)
- Accreditation of Prior Learning and Achievement (APLA)

All evidence must be evaluated with reference to the stipulated learning outcomes and assessment criteria against the respective unit(s). The assessor must be satisfied that the evidence produced by the learner meets the assessment standard established by the learning outcome and its related assessment criteria at that particular level.

Most often RPL will be used for units. It is not acceptable to claim for an entire qualification through RPL. Where evidence is assessed to be only sufficient to cover one or more learning outcomes, or to partly meet the need of a learning outcome, then additional assessment methods should be used to generate sufficient evidence to be able to award the learning outcome(s) for the whole unit. This may include a combination of units where applicable.

EQUALITY AND DIVERSITY

OTHM Qualifications has adopted a policy of providing equal opportunities for its learners, staff, applicants and others involved in its work. One aspect of this policy is its intention to prevent, as far as possible, the harassment of one person by another, whether on the basis of gender, sexual orientation, sexuality, race or ethnic origin, religion, disability, or any other personal attributes or views held. The qualification is expressly designed to support equality of opportunity and widening access to HE to all who can benefit from it, and it will operate on an inclusive and supportive basis to and for all learners.

CONTACT DETAILS

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UNIT SPECIFICATIONS

UNIT 01: TOURISM AND HOSPITALITY BUSINESS MANAGEMENT

Unit Reference Number	R/507/7359
Unit Title	Tourism and Hospitality Business Management
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to develop learners' understanding of the main internal and external factors that influence businesses in the tourism and hospitality industry. Learners will understand how to analyse the micro and macro environments in order to influence management decisions. Learners will apply tools to gain information relating to the tourism and hospitality business environment.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Understand the nature and role of public sector organisations in the tourism and hospitality industry.	1.1	Explain the role of the public sector in the tourism and hospitality industry.
		1.2	Describe the characteristics of public sector organisations in the tourism and hospitality industry.
		1.3	Evaluate common challenges faced by public sector organisations in the tourism and hospitality industry.
2	Understand the nature and role of private sector organisations in the tourism and hospitality industry.	2.1	Explain the role of the private sector in the tourism and hospitality industry.
		2.2	Describe the characteristics of private sector organisations in the tourism and hospitality industry.
		2.3	Evaluate the role of entrepreneurship in tourism and hospitality businesses.
3	Be able to analyse the macro environment in which tourism and hospitality businesses operate.	3.1	Classify key factors in the macro environment which influence tourism and hospitality businesses.
		3.2	Apply a PESTEL analysis to assess the macro environment.

4	Be able to analyse the micro environment of tourism and hospitality businesses.	4.1	Classify key factors in the micro environment which influence tourism and hospitality businesses.
		4.2	Apply a SWOT analysis to assess the micro environment.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- The role of the public sector in the tourism and hospitality industries
- The characteristics of public sector organisations
- Factors influencing the activities of public sector organisations in the tourism and hospitality industries
- The role of the private sector in the tourism and hospitality industries
- The characteristics of private sector organisations
- The structure of the tourism and hospitality industries
- Describing the sectors of the tourism and hospitality industries
- Core business functions of tourism and hospitality businesses
- The role of entrepreneurship and intrapreneurship in tourism and hospitality
- Understanding the macro environment of tourism and hospitality businesses
- Understanding the micro environment of tourism and hospitality businesses
- Using scanning tools such as PESTEL and SWOT
- Understanding the role of competition within the tourism and hospitality industry
- Information technology and management information systems in tourism and hospitality
- Contemporary issues affecting the performance of businesses in the tourism and hospitality industry
- The future of the tourism and hospitality industries

Indicative Reading list

Beech, J. and Chadwick, S. (2006) *The Business of Tourism Management*. London: Prentice Hall

Page, S. (2014) *Tourism Management*. 5th Edition. Abingdon: Routledge

Page, S. and Connell, J. (2014) *Tourism: A Modern Synthesis*. London: Cengage

Walker, R. and Walker, T. (2013) *Introduction to Hospitality Management*. 4th Edition. London: Pearson

Wood, R. (2015) *Hospitality Management: A Brief Introduction*. London: Sage

Journals

- Current Issues in Tourism
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Tourism Research
- Journal of Convention and Event Tourism
- Journal of Tourism Studies
- Leisure Studies Journal
- Managing Leisure: an international journal
- Tourism Management
- Tourism Studies
- Tourism and Hospitality Management

UNIT 02: SERVICES MARKETING AND CUSTOMER SERVICE

Unit Reference Number	J/507/7360
Unit Title	Services Marketing and Customer Service
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Option	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to introduce learners to services marketing techniques and to provide an understanding of the role of customer service in the tourism and hospitality industry. Learners will be introduced to the principles of consumer behaviour and the marketing mix.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Understand the principles of services marketing in the tourism and hospitality industry.	1.1	Describe the role of marketing in the tourism and hospitality industry.
		1.2	Summarise the service marketing approach in the tourism and hospitality industry.
		1.3	Classify the services marketing activities of tourism and hospitality businesses.
		1.4	Identify the impact of social media and digital communications on services marketing.
2	Understand the components of the marketing mix.	2.1	Explain the 9P model of the extended marketing mix.
		2.2	Use the 9P model to analyse the marketing activity of tourism businesses.
3	Understand the principles of consumer behaviour in the tourism and hospitality industry.	3.1	Explain the main theories of consumer behaviour in the tourism and hospitality industry.
		3.2	Analyse contemporary trends in consumer behaviour in the tourism and hospitality industry.
		3.3	Explain how tourism and hospitality businesses have adapted to changes in consumer behaviour.
4	Understand the nature and importance of	4.1	Define the characteristics of excellent customer service in the tourism and hospitality industry.
		4.2	Assess the relationship between customer service and

	customer service in the tourism and hospitality industry.		business performance in the tourism and hospitality industry.
		4.3	Determine the consequences on tourism and hospitality businesses of ineffective management of customer complaints.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- Marketing in the tourism and hospitality industries Introduction to market research
- Introduction to consumer behaviour
- Introduction to market segments in the tourism and hospitality industries
- Introduction to services marketing
- The 9P model of the extended marketing mix
- Services marketing in the tourism and hospitality industries
- The services marketing mix
- Introduction to social media and digital communications in the tourism and hospitality industries
- Current trends in tourism and hospitality consumer behaviour
- Tourist typology theories
- Describing the sectors of the tourism and hospitality industries
- Introduction to customer service
- Customer service in the tourism and hospitality industries
- Principles of excellent customer service
- Introduction to performance management
- Managing complaints in tourism and hospitality organisations

Indicative Reading list

Holloway, C. (2004) *Marketing for Tourism*. London: FT Prentice Hall

Hudson, S. (2008) *Tourism and Hospitality Marketing: A Global Perspective*. London: Sage

Hudson, S. and Hudson, L. (2012) *Customer Services in Tourism and Hospitality*. London: Goodfellow

Morrisson, A. (2013) *Marketing and Managing Tourism Destinations*. London: Routledge

Journals

- Current Issues in Tourism
- Journal of Tourism Studies
- Tourism Management
- Journal of Travel and Tourism Marketing
- Tourism and Hospitality Management

UNIT 03: ACCOUNTING AND FINANCE

Unit Reference Number	R/507/7362
Unit Title	Accounting and Finance
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Option	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to develop learners' understanding of fundamental accounting principles for those working in a managerial role in the hospitality, leisure, travel and tourism sector. The unit considers the constraints of local, national and international contexts on business structure, objectives and environment.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Understand the function of accounting within different types of tourism and hospitality organisation.	1.1	Clarify the purpose of accounting and finance in the context of a tourism or hospitality organisation.
		1.2	Explain the difference between a sole trader, a partnership and a limited company.
		1.3	Explain the difference between the private sector and the public sector in terms of ownership and objectives.
		1.4	Assess how financial software can support the accounting functions of Tourism and Hospitality organisations.
2	Be able to prepare documents involved in financial transactions based on accounting principles.	2.1	Explain the rules of double entry book keeping including the maintenance of records.
		2.2	Calculate and correctly account for VAT on purchases and sales.
		2.3	Prepare cash receipts, cash payments and bank reconciliation.
3	Be able to prepare a Statement of Comprehensive Income and a Statement of Financial Position.	3.1	Construct a simple trial balance from given information.
		3.2	Prepare a Statement of Comprehensive Income.
		3.3	Prepare a Statement of Financial Position.
4	Understand how an	4.1	Classify the types and sources of finance available to a

	organisation should manage its fixed working capital.		business and the ways in which a business raises capital.
		4.2	Explain the reasons for, and process of budgetary control.
		4.3	Prepare a cash budget.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- The purpose of accounting and finance functions in tourism and hospitality organisations
- Different types of tourism and hospitality business structures: sole trader, limited company, partnerships
- Types and sources of business finance
- The role of financial software in tourism and hospitality businesses
- Introduction to double entry book-keeping
- Calculating VAT and sales taxes
- Cash transactions and bank reconciliations
- Introduction to cash budgets
- Constructing a trial balance
- Introduction to Profit and Loss accounts
- Introduction to Balance sheets

Indicative Reading list

Chibili, M. (2010) *Basic Management Accounting for the Hospitality Industry*. Abingdon: Routledge

Guidling, C. (2013). *Accounting Essentials for Hospitality Managers*. Abingdon: Routledge

Hayes, D. and Millar, A. (2010) *Revenue Management for the Hospitality Industry*. Oxford: John Wiley & Sons

Journals

- Current Issues in Tourism
- International Journal of Tourism Research
- Tourism Management
- Tourism Economics

UNIT 04: ACADEMIC AND PROFESSIONAL DEVELOPMENT

Unit Reference Number	Y/507/7363
Unit Title	Academic and Professional Development
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to develop learners' academic and professional development skills that will enable them to perform effectively in both their academic and professional life and to engage in lifelong learning and continuous professional development.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Be able to reflect on their own learning style and its impact on their academic studies.	1.1	Summarise the range of different learning styles.
		1.2	Reflect on own learning style.
		1.3	Use the theory of learning styles to evaluate own approach to learning.
2	Be able to plan their own professional development and future career path.	2.1	Explain own career path to date.
		2.2	Carry out a personal SWOT analysis.
		2.3	Prepare future professional development by producing a career plan.
3	Understand relevant information on employment sectors within the tourism and hospitality industry.	3.1	Classify the different employment sectors of the tourism and hospitality industry.
		3.2	Assess the characteristics of a potential employment sector in the tourism and hospitality industry.
		3.3	Explain the skills and qualifications required for employment in a potential employment sector in the tourism and hospitality industry.
4	Be able to apply appropriate academic conventions in written communication.	4.1	Produce written work according to academic conventions.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- Assessing your own learning style
- Career planning and development in the tourism and hospitality industries
- Personal SWOT analysis
- SMART goal setting
- Developing academic skills
- Harvard Referencing and plagiarism
- Paraphrasing and summarising
- Presentation skills
- Reflective learning
- Critical analysis
- Developing transferable skills
- Researching employment opportunities in tourism and hospitality
- CV writing
- Personal branding
- Time Management
- Interview processes
- Conflict resolution

Indicative Reading list

Burns, T. and Sinfeld, S. (2012) *Essential Study Skills*. London: Sage

Cottrell, S. (2013) *The Study Skills Handbook*, London: Palgrave MacMillan

McMillan, K. and Weyers, J. (2012) *The Study Skills Book*. London: Pearson

Moore, S. and Neville, C. (2010) *The Ultimate Study Skills Handbook*. Milton Keynes: Open University Press

Northedge, A. (2005) *The Good Study Guide*. Milton Keynes: Open University

UNIT 05: EVENTS MANAGEMENT

Unit Reference Number	D/507/7364
Unit Title	Events Management
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to enable learners to understand the different types of events that are linked to the tourism and hospitality industry. Learners will gain an appreciation of the MICE sector as well as knowledge of the requirements of planning and managing events.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Understand the different kinds of events by scale.	1.1	Classify small, large, hallmark and mega events.
		1.2	Describe the characteristics of each kind of event.
		1.3	Assess the relationships between the tourism, hospitality and events management industries.
2	Understand the different types of events that take place in the tourism and hospitality industry context.	2.1	Evaluate the characteristics of various real-life events within the tourism and hospitality industry,
		2.2	Classify the range of venues within the tourism and hospitality industry that are suitable for the staging of events
		2.3	Explain the benefits of staging events for businesses in the tourism and hospitality industry.
3	Understand the characteristics of the MICE sector.	3.1	Describe the MICE sector.
		3.2	Clarify the differences between each element of the MICE sector.
		3.3	Assess external influences on the development of the MICE sector.
4	Understand the impact that events can have on tourism destinations.	4.1	Evaluate the range of impacts that events can have on tourism destinations.
		4.2	Recommend measures to increase the positive impacts of events.

		4.3	Recommend measures to reduce the negative impacts of events.
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Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- Classification of events by scale
- Classification of events by type
- The relationship between the tourism, hospitality and events industries
- The role of events in tourism
- The role of events in hospitality management
- Event venue selection
- The M.I.C.E. sector
- The impacts of events on the sustainability of destinations
- Technology and events management
- Managing people in events
- Crowd management
- Event design and production
- Marketing events
- Sustainability and events management
- Event operations

Indicative Reading list

Bladen, C., Kennell, J., Abson, A. and Wilde, N. (2012) *Events Management: An Introduction*. Abingdon: Routledge

Bowdin, G., Allen, J., O'Toole, W., Harris, R. and Donnell, M. (2011) *Events Management*. 3rd Edition. Oxford: Elsevier - Butterworth Heinemann

Ferdinand, N. and Kitchin, P. (2012) *Events Management: An International Approach*. London: Sage

Finkel, R., McGillivray, D., McPherson, G. and Robinson, P. (2013) *Research Themes for Events*. Wallingford: CABI

Getz, D. (2013) *Event Tourism: Concepts, International Case Studies, and Research*. Putnam Valley, NY: Cognizant Communication Corporation

Getz, D. and Page, S. (2016) *Event Studies: Theory, Research and Policy for Planned Events*. 3rd Ed. London: Routledge

Jepson, A. and Clarke, A. (2015) *Exploring Community Festivals and Events*. Oxford: Routledge.

Jepson, A. and Clarke, A. (2016) *Managing & Developing Communities, Festivals, and Events*. London: Palgrave Macmillan

Page, S. and Connell, J. (2012) *The Routledge Handbook of Events*. Oxon. Routledge

Quinn, B. (2013) *Key Concepts in Event Management*. London: Sage

Raj, R., Walters, P. and Rashid, T. (2012) *Events Management: Principles and Practice*. 2nd Edition. London: Sage

Shone, A. and Parry, B. (2013) *Successful Event Management*. London: Cengage

Journals

- Current Issues in Tourism
- Event Management
- International Journal of Event and Festival Management
- International Journal of Event Management Research
- Journal of Convention and Event Tourism
- Journal of Policy Research in Tourism, Leisure and Events
- Tourism and Hospitality Management
- Tourism Management

UNIT 06: DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	H/507/7365
Unit Title	Development of the Tourism and Hospitality Industry
Unit Level	4
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

The aim of this unit is to provide learners with an understanding of the main factors influencing the development of the tourism and hospitality industry. Learners will develop the ability to analyse the factors affecting demand within the industry as well as knowledge of the main providers of goods and services in tourism and hospitality.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Understand the main factors affecting the development of the tourism and hospitality industry.	1.1	Describe the historical development of leisure and the tourism and hospitality industry.
		1.2	Explain the impact of technological, economic and social changes on the development of the industry.
		1.3	Assess the contemporary factors that will affect the future development of the tourism and hospitality industry.
2	Understand the factors affecting consumer demand within the tourism and hospitality industry.	2.1	Explain the major factors impacting on tourist demand.
		2.2	Describe the key theories of tourist motivation.
		2.3	Explain the roles and functions of different types of travel agents and tour operators.
3	Understand the roles and functions of major providers of goods and services within the tourism and hospitality industry.	3.1	Explain the roles of the main types of organisations within the tourism and hospitality industry.
		3.2	Determine the nature of vertical and horizontal integration in the tourism and hospitality industry.
		3.3	Classify tourism businesses and functions in a tourist destination.
4	Understand the roles, functions and actions of destination	4.1	Assess the need for destination management.
		4.2	Explain the roles of destination management organisations at the national and local levels.

	management organisations.	4.3	Outline the common issues faced by destination management organisations in a tourist destination.
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Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	2500 words

Indicative contents

- The historical development of the tourism industry
- The historical development of the hospitality industry
- Economic factors that have influenced the development of the tourism and hospitality industry
- Social factors that have influenced the development of the tourism and hospitality industry
- Technological factors that have influenced the development of the tourism and hospitality industry
- Contemporary trends influencing the growth of the tourism and hospitality industry
- Factors influencing tourist demand
- Key theories of tourist motivation
- The role of travel intermediaries
- Vertical and horizontal integration in the tourism and hospitality industries
- The role of destination management
- Information technologies and e-tourism
- Urban and rural tourism
- Coastal tourism
- Event tourism
- Cultural tourism

Indicative Reading list

Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2013) *Tourism Principles and Practice*. Harlow: Pearson.

Page, S. (2014) *Tourism Management*. 5th Edition. Abingdon: Routledge

Page, S. & Connell, J. (2014) *Tourism: A Modern Synthesis*, London: Cengage

Walker, R. and Walker, T. (2013) *Introduction to Hospitality Management*. 4th Edition. London: Pearson

Wood, R. (2015) *Hospitality Management: A Brief Introduction*. London: Sage

Journals

- International Journal of Heritage Studies
- Journal of Sustainable Tourism
- Managing Leisure: an international journal
- World Development

IMPORTANT NOTE

Whilst we make every effort to keep the information contained in programme specification up to date, some changes to procedures, regulations, fees matter, timetables, etc may occur during the course of your studies. You should, therefore, recognise that this booklet serves only as a useful guide to your learning experience. For updated information please visit our website www.othm.org.uk.