



Level 4

**Diploma in Hospitality and
Tourism Management**

(HC110-07)

Qualification

Level 4 Diploma in Hospitality and Tourism Management (HC110-05/07)

Title and level	GLH	TQT	Global Skills Qualification number
Level 4 Diploma in Hospitality and Tourism Management	300	1200	HC110-07

Introduction

This document tells you what you need to do to deliver the qualifications:

The GSQ Level 4 Diploma in Hospitality and Tourism Management is a qualification that is expected to be directed study, and each candidate is expected to achieve all learning outcomes to attain the full qualification.

The purpose of the qualification is to develop students' knowledge and understanding of aspects of management and other topics relevant to the tourism and hospitality industry.

Areas covered include:

- Stainability in tourism and hospitality
- Operations management
- Management of visitor attractions
- Resort operations

Candidate Entry Requirements

Candidates should not be entered for a qualification of the same type, content and level as that of a qualification they already hold.

It is recommended that candidates should have a minimum of a level 3 qualification in hospitality or tourism industry. However, experience of working in the industry at the level 4 standard will be adequate to ensure they have the potential to gain the qualification successfully.

Qualification Units

To achieve the **HC100-11 Level 4 Diploma in Travel and Tourism Management**
Mandatory Units

GSQ Unit code	Ofqual Unit Reference	Unit Title	Credit Value	GLH
461	F/616/8301	Sustainability in hospitality and tourism	20	60
462	J/616/8302	Operation management in hospitality and tourism	20	60
463	L/616/8303	Management of Visitor Attractions	20	60
464	R/616/8304	Resort Operations and Management	20	60
465	Y/616/8035	Employability and development in Hospitality and Tourism	20	60

Total Qualification Time

Total Qualification Time (TQT) is the total amount of time, in hours, expected to be spent by a Learner to achieve a qualification. This includes both guided learning hours and hours spent in preparation, study and assessment.

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Portfolio of evidence

To achieve this portfolio, you will need to produce a portfolio of evidence to show that you have the knowledge and skills in your chosen qualification. You will need to demonstrate evidence 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.

It is the centres responsibility to produce assignment briefs to support the students with their assignments, these will include

- Projects
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Assignments
- Case studies

Centre Staffing

Staff delivering these qualifications must be able to demonstrate that they meet the following occupational expertise requirements. They should:

- be occupationally competent or technically knowledgeable in the area[s] for which they are delivering training and/or have experience of providing training. This knowledge must be to the same level as the training being delivered
- have recent relevant experience in the specific area they will be assessing and continue to achieve a minimum 30 professional development hours per year
- have credible experience of providing training

Centre staff may undertake more than one role, e.g. tutor and assessor or internal quality assurer, but cannot internally quality assure their own assessments.

Tutors/Assessors and Internal Quality Assurer

Assessor/Internal Quality Assurer qualifications are valued as qualifications for Centre staff, but they are not currently a requirement for the qualifications.

Continual Professional Development (CPD)

Centres must support their staff to ensure that they have a current knowledge of the occupational area, that delivery, mentoring, training, assessment and verification is in line with best practice, and that it takes account of any national or legislative developments.

Qualification Structure

Unit 461 Sustainability in hospitality and tourism
UAN: F/616/8301
Level: 4
Credit value: 20
GLH: 60

Learning outcome 1 1. Understand the rationale and the different approaches available for planning and development in the hospitality and tourism industry	1.1 Explain the various stakeholders within the hospitality and tourism industry. 1.2 Explain the need for effective planning in the hospitality and tourism industry and how it benefits the different stakeholders. 1.3 Identify the different partnerships between public and private sectors within the hospitality and tourism industry and explain both the negative and positive elements of these partnerships. 1.4 Identify and analyse the different elements of planning and development in tourism at different levels. 1.5 Evaluate the importance of interactive planning systems and processes in tourism developments and address a minimum of three different methods to measure the impacts of tourism.
Learning outcome 2 2. Understand the concept of sustainability during the planning of tourism development and its importance to achieve sustainable tourism	2.1 Explain the concept of sustainability in tourism development 2.2 Explain the importance and impact of sustainability at the difference points of planning. 2.3 Identify and analyse factors that may prevent sustainable tourism development and the ways in which it could be managed. 2.4 Identify and evaluate ethical issues which may arise within hospitality and tourism when addressing sustainability within the industry.
Learning outcome 3 3. Understand the issues in planning and development of hospitality and tourism	3.1 Analyse the effects of balancing supply and demand in hospitality and tourism. 3.2 Identify situations where conflicts of interests may arise and methods that could be used to resolve the conflict.
Learning Outcome 4 4. Understand the impacts of hospitality and tourism in developing countries and emerging destinations	4.1 Identify developing countries and emerging destinations for the hospitality and tourism industry. 4.2 Analyse current issues as a result of tourism development in context of developing countries and emerging destinations. 4.3 Explain future development opportunities of hospitality and tourism in developing

Unit 462 Operations management in hospitality and tourism

UAN: J/616/8302

Level: 4

Credit value: 20

GLH: 60

Learning outcome 1 1. Understand the role of tour operators with the hospitality and tourism industry	1.1 Explain in detail the role of tour operators in the hospitality and tourism sector. 1.2 Identify recent trends and developments impacting the tour operators' industry. 1.3 Analyse the effects the trends identified above has on the industry.
Learning outcome 2 2. Understand stages involved in constructing holidays	2.1 Explain the steps and their stages involved in developing holidays. 2.2 Identify the different methods of contracting and evaluate their suitability in context of the different types of tour operator. 2.3 Explain, using an example holiday, the detailed calculation of its selling price.
Learning outcome 3 3. Understand elements involved in marketing and distribution of marketing in selling holidays	3.1 Produce a detailed plan for the design of a holiday brochure and assess the suitability of alternative methods to a traditional brochure. 3.2 Evaluate the suitability of alternative methods to a traditional brochure. 3.3 Evaluate the suitability of different methods of distribution used to sell a holiday for different types of tour operator.
Learning outcome 4 4. Be able to develop strategic plans in context of tour operators	4.1 Identify benefits of the different strategic decisions made by the different types of tour operator. 4.2 Compare the benefits of two strategic decisions identified above.

Unit 463 Management of visitor attractions

UAN: L/616/8303

Level: 4

Credit value: 20

GLH: 60

Learning outcome 1 1. Understand the importance of visitor attractions	1.1 Identify the importance of different visitor attractions. 1.2 Explain the different types of visitor attraction marketing tools and how they differ for each type.
Learning Outcome 2 2. Understand tourist motivation theories and the different types of visitors to attractions	2.1 Use a minimum of two motivation theories to identify the needs of the different types of visitors: • Push and Pull concept • Tension reducing • Arousal seeking 2.2 Evaluate the impact of tourism on visitor attractions. 2.3 Explain how visitor attractions use motivation theories to increase the number of visitors.
Learning outcome 3 3. Understand the issues affecting the management of visitor attraction in relation to the attraction's impact on sustainability	3.1 Explain in detail the processes involved in the development of visitor attractions and the potential issues which could arise. 3.2 Identify and analyse the different visitor management strategies. 3.3 Evaluate a minimum of two management techniques in context of sustainability in visitor attractions.

Unit 464 Resort operations and management

UAN: R/616/8304

Level: 4

Credit value: 20

GLH: 60

Learning outcome 1 1. Understand the functions and structures of resort operations	1.1 Identify the different functions of resort operations of tour operators. 1.2 Explain the different structures of resort offices for different types of tour operator.
Learning outcome 2 2. Understand quality control systems and procedures, their roles and impacts in a hospitality resort	2.1 Identify the different types of quality control systems and procedures implemented by a chosen tour operator on their operations. 2.2 Explain how a tour operator's quality control systems and procedures have to take into account the different legal requirements of each of its resorts.
Learning outcome 3 3. Understand different incidents and management issues which can arise in hospitality resorts	3.1 Identify different incidents which affect the operations of a hospitality resort. 3.2 Evaluate the procedures implemented by a chosen tour operator in dealing with the different incidents. 3.3 Explain the link between procedures implemented by a tour operator with the guidelines of trade associations and government bodies. 3.4 Explain the conflicts which could arise as a result of a tour operator's policies and procedures and the requirements of trade associations and government bodies.

Unit 465 Employability and development in hospitality and tourism

UAN: Y/616/8305

Level: 4

Credit value: 20

GLH: 60

Learning outcome 1 1. Understand the importance of knowing own responsibilities and level of performance within the hospitality and tourism industry	1.1 Identify the various roles and responsibilities of those working within the hospitality and tourism industry. 1.2 Explain why it is important to understand your own role and responsibilities and those of others with who you work. 1.3 Evaluate different management tools used to identify high potential and monitor employee performance. 1.4 Evaluate the different motivational techniques used for employees within the hospitality and tourism industry and evaluate their effects on improving quality and performance.
Learning outcome 2 2. Understand the importance of communication and interpersonal skills within the hospitality and tourism industry	2.1 Identify, using examples, work-based problems which would require effective communication and interpersonal skills in providing solutions to the problems identified. 2.2 Explain different time management strategies and how these are used to meet customer expectations when dealing with complaints or queries.
Learning outcome 3 3. Understand the dynamics of teams and the different roles played by individuals	3.1 Explain the roles involved in a team and how they benefit a team in achieving shared goals. 3.2 Explain the importance of team dynamics and how the allocation of roles can prevent conflicts from occurring. 3.3 Explain how a supervisor or manager in resort can support a remote team cohesion and prevent conflict within the team.
Learning outcome 4 4. Understand different strategies for resolving different conflicts which could arise within teams/groups	4.1 Identify and evaluate strategies for resolving conflicts within a group of holiday makers in the resort. 4.2 Produce an organisational strategy for dealing with conflicts within teams who are: • Employees • Holiday makers 4.3 Evaluate the impact upon the business

	if the strategy produced above is not in place.
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