



Level 4 Diploma Tourism and Hospitality Management

(HC110-09)

Qualification

Level 4 Diploma in Tourism and Hospitality Management (HC110-09)

Title and level	GLH	TQT	Global Skills Qualification number
Level 4 Diploma in Tourism and Hospitality Management	120	1200	HC110-09

Introduction

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

The GSQ Level 4 Diploma in Tourism and Hospitality Management is a qualification that provides and deep knowledge of the tourism and hospitality sector.

Students' will be expected to achieve a credit value of 120 credits and be awarded the qualification. Once completed the progression could be to level 5 Diploma in Tourism and Hospitality Management.

The GSQ Level 4 Diploma in Tourism and Hospitality Management qualification is designed to develop learners' advanced skills and techniques. You will develop skills in customer relationship management, digital marketing management, human resources management accounting and operations management and submit course work to meet the learning outcomes.

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. However, experience of working in the industry at a managerial level will be adequate to ensure they have the potential to gain the qualification successfully.

Candidates must be checked for their literacy level to ensure they are at a commensurate for the qualification.

Qualification Units

To achieve the **HC100-09 Level 4 Diploma in Tourism and Hospitality Management**

Candidates must achieve **120** credits

All units are mandatory

GSQ Unit code	Ofqual Unit Reference	Unit Title	Credit Value	GLH
466	H/650/1099	Academic Writing and Research Skills	20	100
467	A/650/1159	Business Environment for Tourism and Hospitality	20	100
468	T/650/1157	Services Marketing in Tourism and Hospitality	20	100
469	H/601/1568	Sustainability in Tourism and Hospitality	20	100
470	H/650/1160	Events Management	20	100
471	J/650/1161	The Development of the Tourism and Hospitality Industry	20	100

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.

Title and level	GLH	TQT
Level 4 Diploma in Tourism and Hospitality Management	120	1200

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 the travel and tourism industry. You will need to complete assignments to meet the learning outcomes shown in the unit specification.

Your knowledge and understanding and practical skills will be assessed using the assessment methods listed below:

- Projects
- Witness statements
- 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 466	Academic Writing and Research Skills
UAN:	H/50/1099
Level:	4
Credit value:	20
GLH:	100

Aim

Engaging in academic research and writing will help students to interpret and evaluate sources of information and evidence before becoming involved in the production of evidence based, logical, arguments. The aim of this unit is, therefore, to support the exploration of key topics which form part of the academic research and writing process so that learners will be able to achieve greater success and recognition in their studies.

Achieving knowledge outcomes

Your knowledge and understanding will be assessed using some of the following methods

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

Learning outcome 1 1. Understand the concept and purpose of academic research and writing.	1.1 Explain what is meant by the term 'academic research and writing.' 1.2 Explain different academic writing conventions. 1.3 Discuss different types of academic research.
Learning outcome 2 2. Understand how to conduct academic research.	2.1 Compare different sources of information and evidence. 2.2 Explain the research process. 2.3 Differentiate between primary and secondary research.
Learning outcome 3 3. Be able to demonstrate critical thinking skills.	3.1 Explain what is meant by the term 'critical thinking.' 3.2 Explain different critical thinking skills. 3.3 Explain why critical thinking is important in academic research. 3.4 Explain how to apply techniques to evaluate an argument.
Learning outcome 4 4. Understand how to construct a reliable and valid academic argument	4.1 Explain the key components of a reliable and valid academic argument. 4.2 Differentiate between inductive and deductive reasoning. 4.3 Suggest an argument structure for a given topic.

Unit 467 Business Environment for Tourism and Hospitality

UAN: A/650/1159
Level: 4
Credit value: 20
GLH: 100

Aim

This unit aims to provide learners with an understanding of the roles and characteristics of public and private sector organisations within the tourism and hospitality industry and the challenges they may face. Additionally, learners will explore the fundamental factors that affect how a tourism and hospitality organisation operates within the context of its internal and external business environment.

Knowledge of outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

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

Learning outcome 1 1. Know about 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 Describe common challenges faced by public sector organisations in the tourism and hospitality industry.
Learning outcome 2 2. Know about 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.
Learning outcome 3 3. Be able to analyse the internal environment in which tourism and hospitality businesses operate.	3.1 Explain key factors that influence the internal environment of tourism and hospitality businesses. 3.2 Explain why it is important to measure a business's internal environment. 3.3 Apply a technique to quantify a business's internal environment. 3.4 Assess a business's internal environment.
Learning outcome 4	4.1 Explain key factors in the external environment which influence tourism

4. Be able to analyse the external environment in which tourism and hospitality businesses operate.	and hospitality businesses. 4.2 Explain why it is important to measure a business's external environment. 4.3 Apply a technique to quantify a business's external environment. 4.4 Assess a business's external environment.
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Unit 468 Services Marketing in Tourism and Hospitality

UAN: T/650/1157
Level: 4
Credit value: 20
GLH: 100

Aim

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

Knowledge of outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Projects
- Audio-visual media
- Written questions
- Oral questions
- Assignments
- Case studies

Learning outcome 1 1. Understand the principles of services marketing in the tourism and hospitality industry.	1.1 Describe the role of services marketing in the tourism and hospitality industry. 1.2 Discuss the services marketing approach in the tourism and hospitality industry. 1.3 Describe the services marketing activities of tourism and hospitality businesses. 1.4 Explain the impact of social media and digital
Learning outcome 2 2 Know about the components of the marketing mix.	2.1 Explain the 9P model of the extended marketing mix. 2.2 Analyse the marketing mix of a selected tourism and hospitality business.
Learning outcome 3 3 Know about 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.
Learning outcome 4 4 Understand the nature and importance of customer service in the tourism and hospitality	4.1 Define the characteristics of excellent customer service in the tourism and hospitality industry. 4.2 Assess the relationship between

industry.	customer service and business performance in the tourism and hospitality industry. 4.3 Explain the importance of effective customer complaint management.
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Unit 469 Sustainability in Tourism and Hospitality

UAN: R Y/650/1158
Level: 4
Credit value: 20
GLH: 100

Aim

The aim of this unit is to develop learners' understanding of the principles of sustainability that are important for those working in a managerial role in the tourism and hospitality industry. The unit introduces the concept of sustainability and sustainable development and contextualises it for different types of business and destinations in the tourism and hospitality industry.

Knowledge of outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

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

Learning outcome 1 1. Understand sustainability and the sustainable development concept.	1.1 Explain the concept of sustainability. 1.2 Discuss the role of sustainability in a range of business contexts. 1.3 Explain the concept of sustainable development.
Learning outcome 2 2. Understand the impacts of the tourism and hospitality industry on destinations.	2.1 Explain the different types of impacts that the tourism and hospitality industry has on destinations. 2.2 Discuss the ways in which different types of impacts can be managed.
Learning outcome 3 3 Understand the principles of sustainable tourism.	3.1 Explain the principles of sustainable tourism. 3.2 Show how sustainable tourism approaches help to mitigate the negative impacts of tourism. 3.3 Discuss policy initiatives that support sustainable tourism.
Learning outcome 4 4 Understand sustainability initiatives in tourism and hospitality businesses.	4.1 Explain sustainability initiatives in different types of tourism and hospitality businesses. 4.2 Discuss best practice in sustainable business practice in tourism and hospitality. 4.3 Explain the impacts of sustainability initiatives on tourism and hospitality businesses.

Unit 470 Events Management

UAN: H/650/1160

Level: 4

Credit value: 20

GLH: 100

Aim

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 develop their understanding of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector as well as knowledge of the impacts that events can have in tourism destinations.

Knowledge of outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

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

Learning outcome 1 1. Understand different types of events.	1.1 Explain how small, large, hallmark and mega events are classified. 1.2 Describe the characteristics of each kind of event. 1.3 Assess the relationships between the tourism, hospitality and events management industries.
Learning outcome 2 2. Understand the different types of events that take place within the tourism and hospitality industry	2.1 Describe the characteristics of various events within the tourism and hospitality industry. 2.2 Differentiate between the range of venues within the tourism and hospitality industry that are suitable for the staging of events. 2.3 Explain the benefits to businesses in the tourism and hospitality industry of staging events.
Learning outcome 3 3. Understand the characteristics of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.	3.1 Describe the Meetings, Incentives, Conferences & Exhibitions (MICE) sector. 3.2 Describe the characteristics of each element of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector. 3.3 Assess the impact of external

		influences on the development of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.
Learning outcome 4 4. Understand the impact that events can have on tourism destinations.	4.1 4.2 4.3	Evaluate the range of impacts that events can have on tourism destinations. Recommend measures to increase the positive impacts of events on tourism destinations Recommend measures to reduce the negative impacts of events tourism destinations.

Unit 471 The Development of the Tourism and Hospitality Industry

UAN: J/650/1161

Level: 4

Credit value: 20

GLH: 100

Aim

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 relationships between businesses in the tourism and hospitality industry.

Knowledge of outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Learning outcome 1 1. Understand the main factors affecting the development of the tourism and hospitality industry.	1.1 Discuss the historical development of the tourism and hospitality industry. 1.2 Explain the impact of technological, economic and social changes on the development of the tourism and hospitality industry. 1.3 Assess the contemporary factors that will affect the future development of the tourism and hospitality industry.
Learning outcome 2 2. Know about 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.
Learning outcome 3 3. Understand the roles and functions of organisations within the tourism and hospitality industry.	3.1 Describe the main types of organisations within the tourism and hospitality industry. 3.2 Explain the scale and structure of a selected tourist or hospitality organisation. 3.3 Explain tourism and hospitality business functions in a tourist destination

Learning outcome 4 4 Understand the roles, functions and actions of destination management organisations.	4.1 Assess why destination management is needed. 4.2 Describe the roles of destination management organisations at national and local levels. 4.3 Analyse the common issues faced by destination management organisations in a tourist destination.
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