



Level 6

**Diploma in Tourism and
Hospitality Management**

(HC110-11)

Qualification

Level 6 Diploma in Tourism and hospitality Management (HC110-11)

Title and level	GLH	TQT	World Global Skills Qualification number
Level 6 Diploma in Tourism and hospitality Management	480	1200	HC110-11

Introduction

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

The GSQ Level 6 Diploma in Tourism and hospitality 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:

- Strategic Marketing
- Tourism and technology used
- Organisational behaviour and performance
- International development

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 5 qualification in hospitality or tourism industry. However, experience of working in the industry at the level 5 standard will be adequate to ensure they have the potential to gain the qualification successfully.

Qualification Units

To achieve the **HC100-11 Level 6 Diploma in Tourism and Hospitality Management**
Mandatory Units

GSQ Unit code	Ofqual Unit Reference	Unit Title	Credit Value	GLH
510	J/616/2676	Strategic Marketing	20	80
511	D/616/2683	Tourism Policy and Planning	20	80
512	L/616/2677	Organisational Behaviour and Performance	20	80
513	L/616/2680	Technology in the Tourism and Hospitality Industry	20	80
514	R/616/2681	Tourism and International Development	20	80
515	Y/616/2682	Researching Tourism and Hospitality Management	20	80

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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Level 6 Diploma in Tourism and hospitality Management	480	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 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 510	Strategic Marketing
UAN:	J/616/2676
Level:	6
Credit value:	20
GLH:	80

Aim

The aim of this unit is to develop learners' ability to critically analyse and apply strategic marketing approaches to tourism and hospitality organisations. This will include developing strategic marketing plans and evaluating new products and services. The unit requires the ability to research relevant information from a range of academic and industry sources.

Learning outcome 1 1. Be able to critically analyse the role of strategic marketing for tourism and hospitality organisations and for tourist destinations.	1.1 Appraise the strategic marketing concept. 1.2 Assess how tourist destinations are marketed to domestic and international visitors. 1.3 Critically evaluate a range of strategic marketing models and techniques that are applied in tourism and hospitality organisations.
Learning outcome 2 2. Be able to develop strategic marketing plans for tourism and hospitality organisations.	2.1 Analyse the components of the marketing mix. 2.2 Adapt models to develop marketing plans for specific tourism and hospitality organisations. 2.3 Justify the role of social media in tourism marketing plans.
Learning outcome 3 3. Be able to evaluate the markets for new tourism and hospitality products and services.	3.1 Critically analyse theories of consumer decision making in the tourism and hospitality industry. 3.2 Review contemporary market trends in the tourism and hospitality industry. 3.3 Propose new products and services to meet the needs of tourism and hospitality consumers.
Learning Outcome 4 4. Be able to research information from a range of academic and industry sources.	4.1 Research academic sources to identify appropriate theories and models of strategic marketing. 4.2 Research industry sources to identify contemporary market trends in the tourism and hospitality industry.

Unit 511 Tourism Policy and Planning

UAN: D/616/2683

Level: 6

Credit value: 20

GLH: 80

Aim

The aim of this unit is to develop learners' understanding of the principles of tourism policy and planning. Learners will analyse theories and concepts from the fields of public policy, tourism management and planning and will create tourism plans that acknowledge the roles of multiple stakeholders and possible courses of action in a destination.

Learning outcome 1 1. Understand the concepts and theories of public policy for tourism.	1.1 Evaluate the different approaches to tourism policy that can be taken. 1.2 Summarise the historical development of tourism policy. 1.3 Analyse the multi-scalar nature of contemporary tourism policy.
Learning outcome 2 2. Understand the implementation of tourism policy.	2.1 Describe a range of tourism policy instruments. 2.2 Analyse the issues involved in implementing tourism policies. 2.3 Evaluate the implementation of tourism policies.
Learning outcome 3 3. Understand the theories and concepts of tourism planning.	3.1 Evaluate the different approaches to tourism planning. 3.2 Assess how the external environment influences tourism planning. 3.3 Evaluate the execution of a tourism plan.
Learning outcome 4 4. Be able to create tourism plans that can apply to international tourism destinations.	4.1 Adapt models of tourism planning to a specific tourist destination. 4.2 Create a tourism plan document.

Unit 512 Organisational Behaviour and Performance

UAN: L/616/2677

Level: 6

Credit value: 20

GLH: 80

Aim

The aim of this unit is to develop learners' understanding of behaviour, performance, leadership and management dynamics in tourism and hospitality organisations.

Learning outcome 1 1. Understand the operational context of a tourism or hospitality organisation and how it is affected by its external environment.	1.1 Analyse the management structure of a tourism or hospitality organisation using models of organisational behaviour. 1.2 Analyse the objectives of a tourism or hospitality organisation. 1.3 Evaluate how well the structure of an organisation helps it to achieve its objectives.
Learning Outcome 2 2. Understand the operational context of a tourism or hospitality organisation and how it is affected by its external environment.	2.1 Appraise different types of tourism and hospitality organisations in an operational context. 2.2 Analyse the impacts of the external operating environment on tourism and hospitality organisations.
Learning outcome 3 3. Understand the performance of an organisation in relation to its external environment and internal structures.	3.1 Critically analyse the performance of a tourism or hospitality organisation using company and market data. 3.2 Recommend and justify how a tourism or hospitality organisation can modify its structure or objectives to increase its profitability.
Learning outcome 4 4. Understand the functions of leadership and management in a tourism or hospitality organisation.	4.1 Critically analyse the role of leadership within tourism and hospitality organisations. 4.2 Apply theories from organisational behaviour to critically appraise the leadership and management of tourism or hospitality organisations. 4.3 Justify the role of Human Resources Management in developing leadership and management within tourism and hospitality organisations.

Unit 513 Technology in the Tourism and Hospitality Industry

UAN: L/616/2680

Level: 6

Credit value: 20

GLH: 80

Aim

The aim of this unit is to provide learners with a critical appreciation of the role of technology within the tourism and hospitality industry. This will include an evaluation of the impacts of new and emerging technology on organisational operations, consumer behaviour and tourism and hospitality marketing.

#Learning outcome 1 1. Understand the impact of technology on the development and growth of the tourism and hospitality industry.	1.1 Evaluate the impacts of technological change on the historical development of the tourism and hospitality industry. 1.2 Evaluate the impacts of contemporary technological developments on the future growth of the tourism and hospitality industry.
Learning outcome 2 2. Understand the use of management information systems across a range of tourism and hospitality organisations.	2.1 Critically evaluate the effectiveness of management information systems in tourism and hospitality organisations. 2.2 Appraise the role and impacts of global distributions systems in the development of the contemporary tourism and hospitality industry. 2.3 Analyse how Online Travel Agencies (OTAs) and meta-search engines are affecting the development of the tourism and hospitality industry.
Learning outcome 3 3. Understand the digital environment for tourism and hospitality marketing.	3.1 Justify the use of the internet for international tourism marketing. 3.2 Evaluate the impact of social media on destination marketing. 3.3 Analyse the relationship between Online Travel Agencies (OTAs) and other tourism and hospitality organisations.
Learning outcome 4 4. Understand the legal implications of technological change in the tourism and hospitality industry.	4.1 Explain the importance of security in the implementation of technology for the tourism and hospitality industry.

	4.2	Explain the importance of data protection to the implementation of technology in the tourism and hospitality industry.
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Unit 514 Tourism and International Development

UAN: R/616/2681

Level: 6

Credit value: 20

GLH: 80

Aim

The aim of this unit is to develop learners' understanding of the relationship between tourism and international development. Learners will evaluate theories of international development and apply these in a tourism context. Learners will apply development indicators and make judgements about the extent to which tourism supports sustainable development.

Learning outcome 1 1. Be able to evaluate theories of international development.	1.1 Appraise theoretical approaches to understanding international development. 1.2 Differentiate the status of developing countries using theories of international development.
Learning outcome 2 2. Understand the role of institutions in the international development context.	2.1 Describe the global international development context. 2.2 Describe development institutions at the local, national and international level. 2.3 Explain the roles of NGOs in international development.
Learning outcome 3 3. Be able to apply measurements of development to countries using tourism for development.	3.1 Explain a range of measures of development. 3.2 Make judgements about the development status of countries using tourism by applying development indicators.
Learning outcome 4 4. Be able to analyse the relationship between international tourism and sustainable development.	4.1 Explain the impacts of tourism in emerging destinations. 4.2 Analyse the relationship between international tourism and sustainable development. 4.3 Evaluate how tourism can be used to meet international development goals.

Unit 516 Researching Tourism and Hospitality Management

UAN: Y/616/2682
Level: 6
Credit value: 20
GLH: 80

Aim

The aim of this unit is to develop learners' skills in designing and carrying out research projects to inform the management of tourism and hospitality organisations. Learners will evaluate approaches to the collection and analysis of data relating to management problems and make judgements about future action based on this data.

Learning outcome 1 1. Understand challenges to researching management problems in the tourism and hospitality industry.	1.1 Evaluate opportunities for research in tourism and hospitality organisations. 1.2 Assess appropriate methodological approaches to researching management problems in the tourism and hospitality industry.
Learning outcome 2 2. Be able to design data collection processes for researching management problems in the tourism and hospitality industry.	2.1 Justify philosophical approaches to research in a management context. 2.2 Design an appropriate research strategy for collecting data on a tourism or hospitality management research problem. 2.3 Collect data relating to a tourism or hospitality management research problem.
Learning outcome 3 3. Be able to interpret data collected for research purposes.	3.1 Analyse data collected for research using an appropriate methodology. 3.2 Present qualitative or quantitative data for an academic audience. 3.3 Draw conclusions from data collected for research purposes.
Learning outcome 4 4. Be able to present complex data in ways that are useful for tourism and hospitality management.	4.1 Communicate the findings of research in ways that are relevant to an academic audience. 4.2 Communicate the findings of research in ways that are relevant to a business audience.