



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

(HC110-19)

# Qualification

## Level 5 Diploma in Tourism and Hospitality Management (HC110-19)

| Title and level                                       | GLH | TQT  | Global Skills Qualification number |
|-------------------------------------------------------|-----|------|------------------------------------|
| Level 5 Diploma in Tourism and Hospitality Management | 120 | 1200 | HC110-10                           |

## Introduction

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

The GSQ Level 5 Diploma in Tourism and Hospitality Management is a qualification that provides and deep knowledge of the tourism and hospitality sector.

Learners will be expected to achieve a credit value of 120 credits and be awarded the qualification. Once completed the progression could be to level 6 Diploma in Tourism and Hospitality Management.

The GSQ Level 5 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 level 4 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 **HC100-19 Level 5 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 |
|---------------|-----------------------|----------------------------------------------------------|--------------|-----|
| 472           | K/650/1162            | Digital Marketing Management for Tourism and Hospitality | 20           | 100 |
| 473           | J/650/1206            | Operations Management                                    | 20           | 100 |
| 474           | K/650/1207            | Management Accounting                                    | 20           | 100 |
| 475           | H/650/1151            | Management of Human Resources                            | 20           | 100 |
| 476           | L/650/1208            | Tourism and Hospitality Customer Relationship Management | 20           | 100 |
| 477           | M/650/1209            | Contemporary Issues in Tourism and Hospitality           | 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 5 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 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 472      | Digital Marketing Management for Tourism and Hospitality |
| UAN:          | K/650/1162                                               |
| Level:        | 5                                                        |
| Credit value: | 20                                                       |
| GLH:          | 100                                                      |

### Aim

The aim of this unit is to provide learners with a critical understanding of the management of marketing, and the importance of digital marketing for the tourism and hospitality industries. Learners will develop the ability to apply the digital marketing mix and to explain the role and function of digital marketing within tourism and hospitality organisations.

### 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

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| Learning outcome 1<br><br>1. Understand the principles of digital marketing management.                                              | 1.1 Describe the importance of digital marketing management in contemporary organisations.<br>1.2 Explain the role of the marketing mix in digital contexts.<br>1.3 Evaluate the importance of the digital marketing mix in the tourism and hospitality industry.                                                                                                          |
| Learning outcome 2<br><br>2. Know about the role and function of digital marketing management in tourism and hospitality businesses. | 2.1 Explain how digital marketing management is managed in the tourism and hospitality industry.<br>2.2 Analyse the importance of digital marketing management in the tourism and hospitality industry.<br>2.3 Analyse the roles and responsibilities of digital marketers in the tourism and hospitality industry.<br>2.4 Apply a digital marketing management process in |
| Learning outcome 3<br><br>3. Understand the digital marketing environment for tourism and hospitality                                | 3.1 Analyse technological trends affecting the development of digital marketing management in tourism and hospitality.<br>3.2 Assess the relationship between external digital marketing and internal digital marketing in tourism and hospitality businesses.                                                                                                             |

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|                                                                                                                                             | 3.3                              | Examine regulatory frameworks for digital marketing management which affect tourism and hospitality businesses.                                                                                                                                                                                                                                                       |
| <p>Learning outcome 4</p> <p>4. Be able to conduct market research in the digital environment for the tourism and hospitality industry.</p> | <p>4.1</p> <p>4.2</p> <p>4.3</p> | <p>Explain the need for market research in tourism and hospitality organisations.</p> <p>Conduct market research using primary data relating to the digital environment for the tourism and hospitality industry.</p> <p>Analyse secondary data relating to the digital environment for tourism and hospitality industry using the principles of market research.</p> |

Unit 473            Operations Management  
UAN:                J/650/1206  
Level:               5  
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

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| <p>Learning outcome 1</p> <p>1. Know about the ways in which effective operations management can benefit tourism and hospitality businesses.</p> | <p>1.1 Describe the evolution of operations management from the manufacturing sector to the service sector.</p> <p>1.1 Explain how operations management has become a managerial function in the tourism and hospitality industry.</p> <p>1.2 Analyse the ways in which operations management can be used to create customer value and competitive advantage.</p>           |
| <p>Learning outcome 2</p> <p>2. Understand processes, systems and planning methods used in operations management.</p>                            | <p>2.1 Explain how systems design and process design relate to the tourism and hospitality industry.</p> <p>2.2 Evaluate the importance of 'process' and 'product' innovation as it applies to tourism and hospitality businesses.</p> <p>2.3 Describe the role and processes of logistics and the supply chain in the context of the tourism and hospitality industry.</p> |
| <p>Learning outcome 3</p> <p>3. Understand the role of operations management in tourism and hospitality.</p>                                     | <p>3.1 Assess the importance of external environmental factors in the context of operations management in the tourism and hospitality industry.</p> <p>3.2 Compare and contrast the operational activities of different businesses operating in the tourism</p>                                                                                                             |

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|                                                                                                                         | <p>and hospitality industry.</p> <p><b>3.3</b> Evaluate the existing and potential impacts of the virtual marketplace on the pattern of operational activities in the tourism and hospitality industry.</p>                                                                                                       |
| <p>Learning outcome 4</p> <p>4. Understand the principles of visitor attraction management in the tourism industry.</p> | <p><b>4.1</b> Explain what is meant by visitor attraction management.</p> <p><b>4.2</b> Examine the role of visitor attractions on the development of tourism destinations.</p> <p><b>4.3</b> Analyse how effective management and control systems can lead to competitive advantage for visitor attractions.</p> |

Unit 474            Management Accounting  
UAN:                K/650/1207  
Level:               5  
Credit value:      20  
GLH:                100

## Aim

Having an effective finance and accounting function will not only help secure the financial strength of a business but will also support managers to develop and implement a business strategy. The aim of this unit is to provide learners with an understanding of the fundamental principles of financial accounting and financial management in the tourism and hospitality industry and how to prepare, interpret and adjust financial statements alongside the preparation of budgets.

## 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

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| Learning outcome 1<br><br>1. Know about the context and purpose of finance and accounting in the tourism and hospitality industry. | 1.1 Explain the importance of finance and accounting in the context of a tourism or hospitality organisation.<br>1.2 Explain the regulatory and legal influences on a tourism or hospitality business's finance and accounting function.<br>1.3 Explain how the finance and accounting function supports a tourism or hospitality business's decision making. |
| Learning outcome 2<br><br>2. Be able to prepare financial statements for different types of businesses.                            | 2.1 Differentiate between different financial statements.<br>2.2 Prepare financial statements for a sole trader.<br>2.3 Prepare financial statements for a partnership.<br>2.4 Apply techniques to make adjustments to financial statements.                                                                                                                  |
| Learning outcome 3<br><br>3. Be able to demonstrate critical thinking skills.                                                      | 3.1 Calculate financial ratios from a set of business accounts.<br>3.2 Compare organisational performance using historical financial data.                                                                                                                                                                                                                    |
| Learning outcome 4<br><br>4. Understand how a tourism or                                                                           | 4.1 Explain the benefits and limitations of various sources of finance available to a business.                                                                                                                                                                                                                                                               |

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| hospitality business could manage its working capital and revenue management. | 4.2 | Describe the process of budgetary control and revenue management in a tourism or hospitality business. |
|                                                                               | 4.3 | Prepare a cash budget.                                                                                 |
|                                                                               | 4.4 | Appraise a cash budget.                                                                                |

Unit 475            The Management of Human Resources  
UAN:                H/650/1151  
Level:               5  
Credit value:      20  
GLH:                100

## Aim

The ability to attract, develop and retain talented employees is a key factor in a business's success. Human resource management has its focus on supporting and enhancing business success and performance through its strategic vision and operational functions. The aim of this unit is to introduce learners to the key human resource management principles and concepts so they can support a sustainable approach to people management through an understanding of the purpose and scope of the human resource management function.

## 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

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| Learning outcome 1<br><br>1. Understand the purpose and objectives of human resource management.                         | 1.1 Explain how human resource management has evolved.<br>1.2 Discuss the purpose of human resource management.<br>1.3 Explain the objectives of human resource management.                                                      |
| Learning outcome 2<br><br>2. Understand the functions of human resource management.                                      | 2.1 Explain key operational functions of human resource management.<br>2.2 Explain key strategic functions of human resource management.<br>2.3 Assess the relationship between business strategy and human resource management. |
| Learning outcome 3<br><br>3. Understand how internal and external factors impact the human resource management function. | 3.1 Compare the internal factors which affect human resource management.<br>3.2 Compare the external factors which affect human resource management.                                                                             |
| Learning outcome 4<br><br>4. Understand modern development in human resource management function in a business.          | 4.1 Discuss the impact of technological advancements, such as artificial intelligence and automation, on HRM functions.<br>4.2 Discuss the effectiveness of initiatives such as flexible working arrangements, mental health     |

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|  | programs, and diversity training. |
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Unit 476            Tourism and Hospitality Customer Relationship Management  
UAN:                L/650/1208  
Level:               5  
Credit value:      20  
GLH:                100

## Aim

This unit will provide in-depth knowledge of how to manage customer relations and customer service in the tourism and hospitality industry.

The unit will be appropriate for supervisory and management staff to enable them to support their staff in providing excellent customer service in the workplace.

## 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

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| <p>Learning outcome 1</p> <p>1. Know about customer relationship management in the tourism and hospitality industry.</p> | <p>1.1 Explain the importance of customer relationship management to a tourism and hospitality business.</p> <p>1.2 Analyse the different functions within tourism and hospitality businesses that are linked to customer relationship management.</p> <p>1.3 Analyse the factors that influence customer relationship management in the tourism and hospitality industry.</p> |
| <p>Learning outcome 2</p> <p>2. Understand the nature of customer decision making.</p>                                   | <p>2.1 Explain approaches to customer decision making.</p> <p>2.2 Assess the factors that influence consumer purchase decisions in the tourism and hospitality industry.</p> <p>2.3 Analyse the different techniques and methods organisations can apply to increase customer relationships and customer loyalty.</p>                                                          |
| <p>Learning outcome 3</p> <p>3. Understand the importance of teamwork in the context of managing customer relations.</p> | <p>3.1 Describe the characteristics of effective teams.</p> <p>3.2 Explain the importance to a tourism and hospitality business of effective team work.</p> <p>3.3 Discuss how tourism and hospitality managers can promote effective team working in their areas of</p>                                                                                                       |

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|                                                                                      |     | responsibility.                                                                                            |
| Learning outcome 4                                                                   | 4.1 | Explain methods used to monitor and measure the customer experience.                                       |
| 4. Understand how to effectively monitor and communicate levels of customer service. | 4.2 | Recommend approaches to improve the customer experience in a selected tourist or hospitality organisation. |

Unit 477            Contemporary Issues in Tourism and Hospitality  
UAN:                M/650/1209  
Level:               5  
Credit value:      20  
GLH:                100

## Aim

The aim of this unit is to develop learners' skills in understanding issues and trends affecting tourism and hospitality organisations. They will also develop an understanding of how the industry responds to change and the impact of trends and issues that drive change.

## 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

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|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Learning outcome 1</p> <p>1. Understand contemporary issues that are influencing the development of the tourism and hospitality industry.</p> | <p>1.1 Explain social issues that are influencing the development of the tourism and hospitality industry.</p> <p>1.2 Explain environmental issues that are influencing the development of the tourism and hospitality industry.</p> <p>1.3 Explain technological issues that are influencing the development of the tourism and hospitality industry.</p> |
| <p>Learning outcome 2</p> <p>2. Understand the impacts of contemporary issues on the tourism and hospitality industry.</p>                       | <p>2.1 Assess the impact of social issues on the development of the tourism and hospitality industry.</p> <p>2.2 Assess the impact of environmental issues on the development of the tourism and hospitality industry.</p> <p>2.3 Assess the impact of technological issues on the development of the tourism and hospitality industry.</p>                |
| <p>Learning outcome 3</p> <p>3. Understand the impact of current trends on the development of the tourism and hospitality industry.</p>          | <p>3.1 Explain current trends influencing change in the tourism and hospitality sector.</p> <p>3.2 Analyse a current trend using appropriate techniques and resources</p>                                                                                                                                                                                  |
| <p>Learning outcome 4</p> <p>4. Understand the impacts of change on the tourism and hospitality industry.</p>                                    | <p>4.1 Explain how tourism and hospitality organisations are responding to changing trends and factors.</p> <p>4.2 Analyse the impact of issues and trends that drive change in tourism</p>                                                                                                                                                                |

|  |                                |
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|  | and hospitality organisations. |
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