



Level 7 Diploma in Tourism and Hospitality Management

(HC110-20)

Qualification

Level 7 Diploma in Tourism and Hospitality Management (HC110-20)

Title and level	GLH	TQT	Global Skills Qualification number
Level 7 Diploma in Tourism and Hospitality Management	120	1200	HC110-20

Introduction

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

The GSQ Level 7 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.

The GSQ Level 7 Diploma in Tourism and Hospitality Management qualification is designed to develop learners' advanced skills and techniques. You will develop skills in Tourism destination Management, digital marketing management, Tourism policy and development 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 6 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 **HC100-20 Level 7 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
573	J/616/2693	Strategic Management and Marketing	20	100
574	L/616/2694	Destination Management	20	100
575	R/616/2695	Tourism Policy and International Development	20	100
576	Y/616/2696	Digital Tourism and Hospitality	20	100
577	H/616/2698	Organisational Behaviour in International Contexts	20	100
578	D/616/2697	Advanced Research Methods	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 7 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 573	Strategic Management and Marketing
UAN:	J/616/2693
Level:	7
Credit value:	20
GLH:	100

Aim

The aim of this unit is to develop learners' understanding of strategic management and marketing in tourism and hospitality organisations. Learners will study a range of organisations and apply theories to understand strategic decision-making and strategic marketing.

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. Be able to analyse the strategic management approach in the tourism and hospitality context.	1.1 Summarise the evolution of the strategic management approach. 1.2 Evaluate the importance of strategic management for the tourism and hospitality industry. 1.3 Analyse the performance of tourism and hospitality organisations from the perspective of strategic management theory.
Learning outcome 2 2. Be able to analyse strategic approaches to marketing in tourism and hospitality organisations.	2.1 Summarise the evolution of the strategic marketing approach. 2.2 Evaluate the importance of strategic marketing for tourism and hospitality organisations. 2.3 Analyse the marketing of tourism and hospitality organisations from the perspective of strategic marketing theory.
Learning outcome 3 3. Be able to assess the impacts of environmental factors on strategic management and marketing in tourism and hospitality organisations.	3.1 Evaluate environmental factors in relation to strategic management and marketing on tourism and hospitality organisations. 3.2 Critically appraise the impact of environmental factors on strategic management and marketing in tourism and hospitality organisations.
Learning outcome 4	4.1 Research academic sources to identify appropriate theories and

4. Be able to research information from a range of academic and industry sources.	models of strategic management and marketing. 4.2 Research industry sources to identify contemporary strategic management and marketing trends in the tourism and hospitality industry.
--	---

Unit 574 Destination Management

UAN: L/616/2694
Level: 7
Credit value: 20
GLH: 100

Aim

The aim of this unit is to develop learners' ability to analyse the role of tourism and the visitor economy in modern international tourism destinations from a range of theoretical perspectives. Learners will gain a critical understanding of broader perspectives required to manage and market tourism in the modern international destination, and to inform their tourism and marketing strategies.

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 factors that influence destination management.	1.1 Analyse the need for destination management. 1.2 Analyse the impacts of tourism on destinations. 1.3 Critically evaluate the influence of external factors on the development of tourist destinations.
Learning outcome 2 2. Understand the role of destination management organisations.	2.1 Review the emergence of destination management and marketing at local, national and international level. 2.2 Analyse the role of destination management organisations. 2.3 Critically evaluate the factors that influence the performance of destination management organisations.
Learning outcome 3 3. Be able to evaluate the influence of stakeholders on destination management.	3.1 Review the range of stakeholders that influence destination management. 3.2 Critically evaluate the aims and influence of interest groups in the development of destinations.
Learning outcome 4 4. Understand the relationship between destination management and	4.1 Critically analyse the relationship between destination marketing and destination management in a range of destination management

destination marketing.	organisations.
------------------------	----------------

Unit 575 Tourism Policy and International Development

UAN: R/616/2695
Level: 7
Credit value: 20
GLH: 100

Aim

development. Learners will evaluate theories of international development and apply these to a tourism context. Learners will also apply development indicators and create proposals for tourism projects to address development problems.

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. Be able to analyse the concepts and theories of public policy for tourism.	1.1 Critically evaluate the different approaches that can be taken to tourism policy. 1.2 Summarise the evolution of tourism policy. 1.3 Explain the multi-scalar nature of contemporary tourism policy and its relationship with institutions involved in tourism development on a global, national and local scale.
Learning outcome 2 2. Be able to evaluate theories of international development.	2.1 Review theoretical approaches to international development. 2.2 Critically evaluate the status of developing countries using theories of international development.
Learning outcome 3 3. Understand the impact of international tourism development.	3.1 Describe the impact of international tourism on destinations. 3.2 Analyse the key relationships that impact on sustainable international tourism development. 3.3 Critically evaluate how tourism can be used to meet international development goals.
Learning outcome 4 4. Be able to develop plans for tourism projects to address international development problems.	4.1 Research development issues in an international context. 4.2 Develop a project plan to address development issues in an international context.

Unit 576 Digital Tourism and Hospitality

UAN: Y/616/2696
Level: 7
Credit value: 20
GLH: 100

Aim

The aim of this unit is to develop learners' ability to critically analyse the role of technology within the tourism and hospitality industry, including the evaluation of the impacts of new and emerging technology on organisational operations. Learners will consider the emergence of the digital concept and analyse the influence of social media from both consumer and organisation perspectives.

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 impact of technology on the development and growth of the tourism and hospitality industry.	1.1 Evaluate the impact of technological change on the historical development of the tourism and hospitality industry. 1.2 Critically analyse the impact of contemporary technological developments on the future growth of the tourism and hospitality industry.
Learning outcome 2 2. Understand the emergence of the digital tourism concept and its associated theories.	2.1 Review the emergence of the digital tourism concept. 2.2 Evaluate how Online Travel Agencies (OTAs) and meta-search engines impact the development of the tourism and hospitality industry. 2.3 Analyse how consumers and businesses make use of the internet in the tourism marketplace.
Learning outcome 3 3. Understand the impacts of social media on the tourism and hospitality industry.	3.1 Evaluate the importance of social media for international tourism marketing. 3.2 Review the impact of social media on destination marketing. 3.3 Critically analyse the impact of social media and social review sites on tourism and hospitality organisations.

Learning outcome 4 4. Understand the legal and ethical implications of technological change in the tourism and hospitality industry.	4.1 Analyse the importance of security in the implementation of technology for the tourism and hospitality industry. 4.2 Critically assess the importance of data protection to the implementation of technology in the tourism and hospitality industry.
--	---

Unit 577 Organisational Behaviour in Tourism and Hospitality
UAN: H/616/2698
Level: 7
Credit value: 20
GLH: 100

Aim

The aim of this unit is to develop learners' understanding of a range of theoretical and empirical approaches to organisational behaviour in the tourism and hospitality industry. Learners will examine concepts of culture and its multifaceted impacts on managerial behaviour. Learners will review and analyse complex issues that managers have to resolve. Learners will gain a detailed grounding in managing in different cultural contexts and in the management of diverse individuals, groups and teams.

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 organisational behaviour theories relevant to the tourism and hospitality industry.	1.1 Analyse the management structure of a tourism or hospitality organisation using models of organisational behaviour. 1.2 Evaluate the objectives of a tourism or hospitality organisation. 1.3 Critically evaluate how well the structure of an organisation helps it to achieve its objectives.
Learning outcome 2 2. Understand the performance of international tourism and hospitality organisations in relation to their external environment and internal structures.	2.1 Analyse the performance of an international tourism or hospitality organisation using company and market data. 2.2 Recommend ways for an international tourism or hospitality organisation to modify its structure or objectives to increase its profitability.
Learning outcome 3 3. Be able to evaluate cross-cultural management trends and developments and their implications for the tourism and hospitality industry.	3.1 Critically review theories of cross-cultural management. 3.2 Review the emergence of the cultural diversity concept and its implications for the tourism and hospitality workforce. 3.3 Critically evaluate how tourism and hospitality organisations can

		implement models of cross-cultural human resource management.
Learning outcome 4	4.1	Review the emergence of international human resources management in tourism and hospitality organisations.
4. Understand developments in international human resources management and their implications for organisations in the tourism and hospitality industry.	4.2	Discuss the importance of leadership and management skills in the international tourism and hospitality industry.
	4.3	Critically analyse models of motivation and teamwork that are important to the tourism and hospitality industry.

Unit 478 Advanced Research Methods

UAN: D/616/2697
Level: 7
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

Learning outcome 1 1. Be able to critically evaluate research philosophies and their application to tourism and hospitality research.	1.1 Critically evaluate philosophical approaches to research in a management context. 1.2 Critically review research in the field of tourism and hospitality management from a range of research paradigms.
Learning outcome 2 2. Understand the role and approaches to research in a tourism and hospitality context.	2.1 Evaluate the role of research in the management and growth of tourism and hospitality organisations. 2.2 Critically review the development of academic research in the area of tourism and hospitality management. 2.3 Critically assess methodological approaches to researching management problems in the tourism and hospitality industry.
Learning outcome 3 3. Be able to plan research projects.	3.1 Apply a chosen research paradigm to the design of a research project. 3.2 Review appropriate methods for carrying out research into a tourism or hospitality management problem. 3.3 Develop a project plan to carry out research.
Learning outcome 4 4. Be able to critically analyse a range of data to produce research outputs.	4.1 Analyse data collected for research using an appropriate methodology. 4.2 Present qualitative or quantitative data for an academic audience.

	4.3	Draw conclusions from data collected against the research parameters.
--	-----	---