LEVEL 6 DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT (QCF)

Table of Contents

QUALIFICATION OBJECTIVES

The qualification in Tourism and Hospitality Management at Level 6 will provide learners with an advanced qualification that supports their development as manager within the tourism and hospitality industry, with a lifelong-learning orientation; enable learners to critically evaluate contemporary knowledge and theories to use these to propose solutions complex management problems in the tourism and hospitality industry; provide learners with the ability to apply and adapt specialist skills and technical terminology to develop their management skills in the tourism and hospitality industry; enable learners to make decisions about the leadership, planning and management of work areas in the tourism and hospitality industry that are informed by best practice and contemporary research.

The programme will allow learners to acquire a range of knowledge and understanding and to develop some of the key skills required to work as a manager within the Tourism and Hospitality sector.

QUALITY, STANDARDS AND RECOGNITIONS

Qualifications are approved and regulated by Ofqual (Office of Qualifications and Examinations Regulation). Visit register of Regulated Qualifications.

Qualifications Wales is a Welsh Government Sponsored Body but independent from the Welsh Government in relation to its qualifications functions for which is directly accountable to the National Assembly for Wales. It is responsible for the regulation of awarding bodies and the quality assurance of qualifications in Wales. It is charged with ensuring that qualifications in Wales are fit for purpose, that the qualification system in Wales is efficient and effective and that there is public confidence in qualifications in Wales. Visit Qualifications Wales for more information.

This qualification offers progression arrangement with several UK universities that acknowledges the ability of learners after studying Level 3-7 qualifications to be considered for advanced entry into corresponding degree year/top up and master's/top-up programmes..

REGULATORY INFORMATION

Qualification Title	Level 6 Diploma in Tourism and Hospitality Management (QCF)
Duration	1 Year
Total Credit Value	120 Credits
Overall Grading Type	Pass
Assessment Methods	Coursework
Language of Study	English

EQUIVALENCE

This Tourism and Hopitality Management diploma programme is a Level 6 qualification according to the Qualifications and Credit Framework (QCF) which consist 6 mandatory units worth total 120 credits and equivalent to Undergraduate Degree Final Year in the UK.

PROGRAMME STRUCTURE

The Level 6 Diploma in Tourism and Hospitality Management is a 120 credit qualification that includes six mandatory units. To achieve the Level 6 Diploma in Tourism and Hospitality Management, learners must complete all units giving 120 credits.

Unit Ref. No.	Mandatory unit title	Credit
Y/507/7377	Strategic Marketing for Tourism and Hospitality	20
R/507/7376	Tourism Policy and Planning	20
D/507/7378	Organisational Behaviour in Tourism and Hospitality	20
H/507/7379	Technology in the Tourism and Hospitality Industry	20
Y/507/7380	Tourism and International Development	20
D/507/7381	Researching Tourism and Hospitality Management	20

ABOUT THE UNITS

Credit value is defined as being the number of credits that may be awarded to a Learner for the successful achievement of the learning outcomes of a unit.

The QCF credit value of the unit will remain constant in all contexts, regardless of the assessment method used or the qualification(s) to which it contributes. Learners will only be awarded credits for the successful completion of whole units. (One credit is awarded for those learning outcomes achievable in 10 hours of learning time).

ENTRY REQUIREMENTS

For entry onto the Level 6 Diploma in Business Management qualification, learner must possess:

- Relevant NQF/QCF Level 5 diploma or equivalent overseas qualification as recognised by UK NARIC or equivalent overseas qualifications.
- Mature learners (over 21) with relevant work experience
- English: If learner is not from a majority English-speaking country must provide evidence of English language competency.
- Learner must be 18 years or older at the beginning of the course

PROGRESSION

Successful completion of the Level 6 Diploma in Tourism and Hospitality Management provides the opportunity for a wide range of other academic programmes including progression to OTHM Level 7 Diploma. The Level 6 Diploma in Tourism and Hospitality Management has been developed with career progression and professional recognition in mind. This qualification enables learners to top up their qualification with number of UK universities that acknowledges the ability of learners after studying Level 3-7 qualifications to be considered for advanced entry into corresponding degree year/top up and masters/top-up programmes

DELIVERING THE QUALIFICATIONS

This qualification is delivered 100% online by London School of Planning and Management using its online learning platform

ASSESSMENT AND VERIFICATION

All units within this qualification are internally assessed by the centre and verified by OTHM. The qualifications are criterion referenced, based on the achievement of all the specified learning outcomes.

To achieve a 'pass' for a unit, a learner must have successfully passed all the assessment criteria for that unit.

Unit Specifications

UNIT 01: STRATEGIC MARKETING FOR TOURISM AND HOSPITALITY

Unit Reference Number	Y/507/7377
Unit Title	Strategic Marketing for Tourism and Hospitality
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit aims to provide participants with the ability to critically analyse and apply strategic marketing approaches to tourism and hospitality businesses. This will include choosing and resourcing appropriate promotional elements to meet marketing and businesses objectives, along with the ability to evaluate the advantages, disadvantages, relative effectiveness and costs of marketing activity.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Critically analyse the role of strategic marketing for tourism and hospitality businesses and for destinations.	1.1	Discuss the strategic marketing concept
		1.2	Explain how destinations are marketed to domestic and international visitors
		1.3	Critically evaluate a range of marketing models and techniques that are applied in tourism and hospitality businesses
2	Develop strategic marketing plans for tourism and hospitality businesses	2.1	Explain the components of the marketing mix
		2.2	Demonstrate the ability to adapt models of marketing plans to specific tourism and hospitality businesses
		2.3	Discuss the role of social media in tourism marketing plans
3	Evaluate the markets for new tourism and hospitality products and services	3.1	Critically analyse theories of consumer decision making in tourism and hospitality
		3.2	Review contemporary market information in the tourism and hospitality industry
		3.3	Propose new products and services to meet the needs of tourism and hospitality consumers
4	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 information in tourism and hospitality

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Study Contents

- Introduction to strategic marketing tourism and hospitality
- Tourist buying, decision-making and holiday behaviour
- Tourism and hospitality marketing environments
- Using marketing models – the 7Ps
- Services Marketing
- Tourism Destination Image
- Tourism and hospitality market research
- Tourism and hospitality market segmentation
- Tourism and hospitality product strategies
- Tourism and hospitality pricing strategies
- Tourism and hospitality distribution strategies
- Tourism and hospitality promotion strategies
- Marketing international tourism destinations
- Digital marketing for Tourism and hospitality
- Marketing planning

Indicative Reading list

Core text:

Middleton, V. & Fyall, A. (2009) *Marketing in Travel and Tourism*, Oxford: Butterworth-Heinemann

Additional Reading:

Bowie, D. & Buttle, F. (2011) *Hospitality Marketing: Principles and Practice*, Abingdon: Routledge

Holloway, C. (2004) *Marketing for Tourism*, London: FT Prentice Hall

Hudson, S. (2008) *Tourism and Hospitality Marketing: A Global Perspective*, London: Sage Kotler,

P., Bowen, J. & Makens, J. (2013) *Marketing for Tourism and Hospitality*, London: Pearson

UNIT 02: TOURISM POLICY AND PLANNING

Unit Reference Number	R/507/7376
Unit Title	Tourism Policy and Planning
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit provides learners with a critical understanding of principles of tourism policy and planning. Learners will analyse theories and concepts from the fields of public policy, tourism management and planning and will develop skills in creating tourism plans that acknowledge the roles of multiple stakeholders and possible courses of action in a destination.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Critically analyse the concepts and theories of public policy for tourism	1.1	Evaluate the different approaches that can be taken to tourism policy
		1.2	Explain the history of tourism policy
		1.3	Understand the multi-scalar nature of contemporary tourism policy
2	Evaluate the implementation of tourism policy	2.1	Describe a range of tourism policy instruments
		2.2	Critically analyse the issues involved in implementing tourism policy
		2.3	Evaluate the implementation of tourism policies
3	Critically analyse the theories and concepts of tourism planning	3.1	Evaluate the different approaches that can be taken to tourism planning
		3.2	Explain the influences on tourism planning
		3.3	Evaluate the implementation of tourism plans
4	Create tourism plans that can applied to international tourism destinations	4.1	Adapt models of tourism planning to a specific tourism destination
		4.2	Demonstrate the ability to create a tourism plan document

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Study Contents

- Introduction to public policy for tourism
- The policy-making process
- Stakeholders in tourism policy-making
- Approaches to tourism policy
- Tourism policy instruments
- Tourism policy implementation
- Tourism policy implementation and evaluation
- Tourism policy and sustainable development
- The relationship between tourism and other areas of public policy
- Influences on tourism planning
- Developing destination management plans

Indicative Reading list

Core Text:

Dredge, D. & Jenkins, J. (2007) *Tourism Planning and Policy.* Milton Qld: Wiley

Additional Reading:

Burns, P. and Novelli, M (2006) *Tourism and Politics: Global Frameworks and Local Realities*. Butterworth Heinemann

Edgell, D. & Swanson, J. (2013) *Tourism Policy and Planning: Yesterday, Today and Tomorrow.* Abingdon: Routledge

Hall, C.M. (2008) *Tourism Planning. Policies, Processes and Relationships. Second Edition.* Harlow: Pearson, Prentice Hall

Kennell, J. & Chaperon, S. (2015) *Tourism and Public Policy*, Abingdon: Routledge

UNIT 03: ORGANISATIONAL BEHAVIOUR IN TOURISM AND HOSPITALITY

Unit Reference Number	D/507/7378
Unit Title	Organisational Behaviour in Tourism and Hospitality
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit aims to introduce learners to the critical study of behaviour in tourism and hospitality organisations, including the different approaches to strategic management formulation, the direction and scope of companies within tourism and hospitality industry and an understanding of the influences on tourism and hospitality companies, as well as the role of leadership and people management.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Critically analyse the fundamental structure and objectives of an organisation	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
2	Explain the operational context of an organisation and critically analyse the way that the business is affected by its external environment	2.1	Explain different types of tourism and hospitality organisations
		2.2	Analyse the ways in which the external operating environment impacts on tourism and hospitality organisations
3	Critically assess the performance of an organisation in relation to its external environment and internal structures.	3.1	Evaluate the performance of a tourism or hospitality organisation using company and market data
		3.2	Decide how a tourism or hospitality organisation can modify its structure or objectives to increase its profitability
4	Evaluate the functions of leadership and management in a tourism or hospitality organisation.	4.1	Critically analyse the role of leadership with tourism and hospitality organisations
		4.2	Apply theories from organisational behaviour to understand how tourism or hospitality organisations are managed
		4.3	Justify the role of HRM in tourism and hospitality organisations

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Student Contents

- The structure of the Tourism and Hospitality Industry
- Approaches to management in tourism and hospitality
- Human Resources Management
- Recruitment and Selection
- Managerial work in the tourism and hospitality industry
- Leadership in the tourism and hospitality industry
- Leadership styles
- Organisational structure
- Motivation
- Job satisfaction
- Employee performance
- Group behaviour and performance
- Conflict management

Indicative Reading list

Core Text:

Boella, M. & Turner, S. (2013) *Human Resources in the Hospitality Industry: A guide to best practice*, Abingdon: Routledge

Additional reading:

Beech, J. & Chadwick, S. (2005). *The Business of Tourism Management*. London: FT Prentice Hall

Nickson, D. (2012) *Human Resource Management for the Hospitality and Tourism Industries*, Abingdon: Routledge

Mullins, L & Dossor, P. (2013*). Hospitality Management and Organisational Behviour (Fifth edition).* Harlow: Prentice Hall.

UNIT 04: TECHNOLOGY IN TOURISM AND HOSPITALITY

Unit Reference Number	H/507/7379
Unit Title	Technology in the Tourism and Hospitality Industry
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit aims 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 the operations of tourism and hospitality businesses, as well as the impacts of the internet and social media on consumer behaviour and tourism and hospitality marketing.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Evaluate the impacts of technology on the development and growth of the tourism and hospitality industry	1.1	Explain 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
2	Analyse the uses of management information systems across a range of tourism & hospitality organisations.	2.1	Explain the role of management information systems in tourism and hospitality organisations
		2.2	Explain the role of global distributions systems in the development of the contemporary tourism and hospitality industry
		2.3	Discuss how OTAs and meta-search are affecting the development of the tourism and hospitality industry
3	Evaluate the impacts of the internet and social media on tourism and hospitality marketing	3.1	Explain the importance of the internet for international tourism marketing
		3.2	Evaluate the impacts of social media on destination marketing
		3.3	Explain the relationship between OTAs and tourism and hospitality organisations
4	Be able to describe the ethical implications of technological change in the tourism and hospitality industry	4.1	Discuss 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

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Study Contents

- The history of technology in the tourism and hospitality industry
- ICTs in tourism and hospitality
- Technology and the consumer
- Mobile tourism and wireless systems
- Online Travel Agencies (OTAs)
- Online distribution
- Online marketing Destination Management Systems
- Tourists and technology - from GPS to Virtual visitor guides
- Relations between technology and competitive advantage
- Social media in the tourism and hospitality industry
- Social networking in the tourism and hospitality industry
- Working with customer reviews and feedback
- Security and technology
- Data protection and new technologies

Indicative Reading list

Core Text:

Nyheim, P. & Connolloy, D. (2011). T*echnology Strategies for the Hospitality Industry,* London: Prentice Hall

Additional reading:

Buhalis, D. (2002) *E-Tourism: Information Strategies for Strategic Tourism Management*, London: FT Prentice Hall

Egger, R. & Buhalis,D. (2008) *E-Tourism Case Studies*, Oxford: Butterworth-Heinemann

European Travel Comission (2013) *Handbook on e-marketing for tourism destinations*, Brussels: WTO

Lytras, M., Ordóñez de Pablos, P., Damiani, E. and Diaz, L. (2011) *Digital Culture and E-Tourism: Technologies, Applications and Management Approache*s, London: Information Science Resources

UNIT 05: TOURISM AND INTERNATIONAL DEVELOPMENT

Unit Reference Number	Y/507/7380
Unit Title	Tourism and International Development
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit aims to equip learners with a critical understanding of the relationship between tourism and international development. Learners will evaluate theories of international development and apply these in a tourism context. This unit will also support learners to apply development indicators and to make judgements about the extent to which tourism supports sustainable development.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Evaluate theories of international development	1.1	Describe theoretical approaches to understanding international development
		1.2	Analyse developing countries statuses using theories of international development
		1.3	Evaluate the usefulness of theoretical approaches to international development
2	Discuss the role of institutions in the international development context	2.1	Describe the global international development context
		2.2	Identify development institutions at the local, national and international level
		2.3	Explain the roles of NGOs in international development
3	Apply measurements of development to countries using tourism for development	3.1	Explain a range of measures of development
		3.2	Apply development indicators to make judgements about the development status of countries using tourism countries
4	Critically analyse the relationship between tourism and international development	4.1	Explain the impacts of tourism in destinations
		4.2	Critically analyse the relationship between tourism and sustainable development
		4.3	Discuss the ways in which tourism is used for international development goals.

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Study Contents

- Defining development
- Measuring development and development indicators
- Modernisation theory and development
- Dependency theory and development
- Neoliberalism and development
- Alternative development paradigms
- The role of international organisations in development
- The role of and relationship between tourism and development
- Role and influence of actors involved in tourism for development
- The relationship between tourism and other development arenas
- Issues in developing tourism in the emerging economies
- Tourism policy and development in the European Union
- Tourism NGOs and development
- Responsible tourism

Indicative Reading list

Core Text:

Sharpley, R. & Telfer, D. (2014) *Tourism and Development: Concepts and Issues*, London, CABI

Additional reading:

Burns, P. & Novelli, M. (2008) *Tourism Development: Growths, Myths and Inequalities,* London: CABI

Kennell, J. & Chaperon, S. (2015) *Tourism and Public Policy,* Abingdon: Routledge

Mowforth, M & Munt, I. (2008) *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World (Third edition)*, Abingdon: Routledge

Scheyvens, R. (2002) *Tourism for Development: Empowering Communities*, London: Prentice Hall

UNIT 06: RESEARCHING TOURISM AND HOSPITALITY MANAGEMENT

Unit Reference Number	D/507/7381
Unit Title	Researching Tourism and Hospitality Management
Unit Level	6
Guided Learning Hours	200
Number of Credits	20
Core / Option	Core
SSAs	7.4 Hospitality and Catering 8.2 Travel and Tourism
Unit Grading Structure	Pass

Unit Aims

This unit aims to support learners to develop 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 they will make judgements about future action based on this data.

Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Identify management problems to research 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
2	Design data collection processes for collecting useful data for the research of management problems in the tourism and hospitality industry	2.1	Describe 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
3	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
4	Present complex data in ways that are useful for tourism and hospitality management	4.1	Communicate the findings of research in ways that are appropriate for an academic audience
		4.2	Communicate the findings of research in ways that are appropriate for a business audience

Assessment

To achieve this unit, learners must achieve the learning outcomes and meet the standards specified by all assessment criteria for the unit.

Learning Outcomes to be met	Assessment criteria covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3500 words

Study Contents

- Approaches to research (quantiative / qualitative, inductive / dedeuctive)
- Research idea generation
- Literature reviews
- Quantitative methods
- Techniques for the analysis of quantitative data
- Qualitative methods
- Coding and classifying qualitative data
- Sampling strategies
- Access to data
- Research ethics
- Writing up a research project

Indicative Reading list

Core Text:

Veal, A. (2011) *Research Methods for Leisure and Tourism*, London: FT Prentice Hall

Additional reading:

Bryman, A. & Bell, E. (2011) *Business Research Methods*, Oxford: Oxford University Press

Collis, J. & Hussey, R. (2013). *Business Research: a practical guide for undergraduate and postgraduate student (4th edition)*. Basingstoke: Palgrave Macmillan.

Mayo, B. (2014). *Planning an Applied Research Project in Tourism, Hospitality and Sports*, London: John Wiley & Sons.

Saunders, M, Lewis, P. & Thornhill, A. (2007*). Research Methods for Business Students (4th edition). Harlow*: Prentice Hall.