



OTHM LEVEL 6 DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

Qualification Number: 603/2315/2

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QUALIFICATION OBJECTIVES

The objective of the OTHM Level 6 Diploma in Tourism and Hospitality Management qualification is to develop learners' management knowledge and skills within the tourism and hospitality industry. Learners will critically evaluate contemporary knowledge and theories and use these to propose solutions to complex management problems.

Successful completion of the qualification will equip learners with the specialist skills and knowledge they need to plan and manage their work areas, to make effective decisions, and to adapt effectively to the needs of a range of tourism and hospitality organisations.

QUALITY, STANDARDS AND RECOGNITIONS

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

OTHM has 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	OTHM Level 6 Diploma in Tourism and Hospitality Management
Ofqual Ref. No.	603/2315/2
Regulation Start Date	21-Aug-2017
Operational Start Date	01-Sep-2017
Duration	1 Year
Total Credit Value	120 Credits
Total Qualification Time (TQT)	1200 Hours
Guided Learning Hours (GLH)	480 Hours
Sector Subject Area (SSA)	8.2 Travel and tourism
Overall Grading Type	Pass / Fail
Assessment Methods	Coursework
Language of Assessment	English

EQUIVALENCES

OTHM qualifications at RQF Level 6 represent practical knowledge, skills, capabilities and competences that are assessed in academic terms as being equivalent to Bachelor's Degrees with Honours, Bachelor's Degrees, Professional Graduate Certificate in Education (PGCE), Graduate Diplomas and Graduate Certificates.

QUALIFICATION STRUCTURE

The OTHM Level 6 Diploma in Tourism and Hospitality Management consists of 6 mandatory units for a combined total of 120 credits, 1200 hours Total Qualification Time (TQT) and 480 Guided Learning Hours (GLH) for the completed qualification.

Unit Ref. No.	Mandatory unit title	Credit	GLH	TQT
J/616/2676	Strategic Marketing	20	80	200
D/616/2683	Tourism Policy and Planning	20	80	200
L/616/2677	Organisational Behaviour and Performance	20	80	200
L/616/2680	Technology in the Tourism and Hospitality Industry	20	80	200
R/616/2681	Tourism and International Development	20	80	200
Y/616/2682	Researching Tourism and Hospitality Management	20	80	200

DEFINITIONS

Total Qualification Time (TQT) is the number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required in order for a Learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.

Total Qualification Time is comprised of the following two elements –

- a) the number of hours which an awarding organisation has assigned to a qualification for Guided Learning, and*
- b) an estimate of the number of hours a Learner will reasonably be likely to spend in preparation, study or any other form of participation in education or training, including assessment, which takes place as directed by – but, unlike Guided Learning, not under the Immediate Guidance or Supervision of – a lecturer, supervisor, tutor or other appropriate provider of education or training.*

(Ofqual 15/5775 September 2015)

Guided Learning Hours (GLH) is defined as the hours that a teacher, lecturer or other member of staff is available to provide immediate teaching support or supervision to a student working towards a qualification.

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. One credit is equal to 10 hours of TQT.

ENTRY REQUIREMENTS

For entry onto OTHM Level 6 Diploma in Tourism and Hospitality Management qualification, learners must possess:

- Relevant NQF/QCF/RQF Level 5 diploma or equivalent recognised qualification
- Mature learners (over 21) with management experience (learners must check with the delivery centre regarding this experience prior to registering for the programme)
- Learner must be 18 years or older at the beginning of the course
- **English requirements:** If a learner is not from a majority English-speaking country must provide evidence of English language competency. For more information visit [English Language Expectations](#) page.

PROGRESSION

Successful completion of Level 6 Diploma in Tourism and Hospitality Management qualification provides learners the opportunity for a wide range of academic progressions including relevant OTHM Level 7 Diplomas. This qualification has been developed with career progression and professional recognition in mind. As the Level 6 Diploma in Tourism and Hospitality Management qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), learners are eligible to gain direct entry into relevant Master's degree programmes. For more information visit [University Progressions](#) page.

DELIVERY OF OTHM QUALIFICATIONS

OTHM do not specify the mode of delivery for its qualifications, therefore OTHM Centres are free to deliver this qualifications using any mode of delivery that meets the needs of their Learners. However OTHM Centres should consider the Learners' complete learning experience when designing the delivery of programmes.

OTHM Centres must ensure that the chosen mode of delivery does not unlawfully or unfairly discriminate, whether directly or indirectly, and that equality of opportunity is promoted. Where it is reasonable and practicable to do so, it will take steps to address identified inequalities or barriers that may arise.

Guided Learning Hours (GLH) which are listed in each unit gives the Centres the number of hours of teacher-supervised or direct study time likely to be required to teach that unit.

ASSESSMENT AND VERIFICATION

All units within this qualification are internally assessed by the centre and externally 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, learners must provide evidence to demonstrate 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.

The Assessor should provide an audit trail showing how the judgement of the learners' overall achievement has been arrived at.

RECOGNITION OF PRIOR LEARNING AND ACHIEVEMENT

Recognition of Prior Learning (RPL) is a method of assessment that considers whether learners can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.

RPL policies and procedures have been developed over time, which has led to the use of a number of terms to describe the process. Among the most common are:

- Accreditation of Prior Learning (APL)
- Accreditation of Prior Experiential Learning (APEL)
- Accreditation of Prior Achievement (APA)
- Accreditation of Prior Learning and Achievement (APLA)

All evidence must be evaluated with reference to the stipulated learning outcomes and assessment criteria against the respective unit(s). The assessor must be satisfied that the evidence produced by the learner meets the assessment standard established by the learning outcome and its related assessment criteria at that particular level.

Most often RPL will be used for units. It is not acceptable to claim for an entire qualification through RPL. Where evidence is assessed to be only sufficient to cover one or more learning outcomes, or to partly meet the need of a learning outcome, then additional assessment methods should be used to generate sufficient evidence to be able to award the learning outcome(s) for the whole unit. This may include a combination of units where applicable.

EQUALITY AND DIVERSITY

OTHM Qualifications has adopted a policy of providing equal opportunities for its learners, staff, applicants and others involved in its work. One aspect of this policy is its intention to prevent, as far as possible, the harassment of one person by another, whether on the basis of gender, sexual orientation, sexuality, race or ethnic origin, religion, disability, or any other personal attributes or views held. The qualification is expressly designed to support equality of opportunity and widening access to HE to all who can benefit from it, and it will operate on an inclusive and supportive basis to and for all learners.

CONTACT DETAILS

OTHM Qualifications

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UNIT SPECIFICATIONS

UNIT 01: STRATEGIC MARKETING

Unit Reference Number	J/616/2676
Unit Title	Strategic Marketing
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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 Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
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.
2	Be able to develop strategic marketing plans for tourism and hospitality organisations.	2.1	Critically 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.
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.
4	Be able to research information from a	4.1	Research academic sources to identify appropriate theories and models of strategic marketing.

	range of academic and industry sources.	4.2	Research industry sources to identify contemporary market trends in the tourism and hospitality industry.
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Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

Indicative contents

- Introduction to strategic marketing tourism and hospitality
- Tourist buying, decision-making and holiday behaviour
- Tourism and hospitality marketing environments
- Using marketing models – the 9Ps
- 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
- New trends

Indicative Reading list

Core text:

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

Additional Reading:

Bowie, D. and 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. and Makens, J. (2013) *Marketing for Tourism and Hospitality*. London: Pearson

Journals

- Annals of Tourism Research
- Current Issues in Tourism
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Tourism Research
- Journal of Sustainable Tourism
- Tourism Management
- Journal of Travel and Tourism Marketing
- Tourism Economics

UNIT 02: TOURISM POLICY AND PLANNING

Unit Reference Number	D/616/2683
Unit Title	Tourism Policy and Planning
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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 Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Be able to critically analyse the concepts and theories of public policy for tourism.	1.1	Critically evaluate the different approaches to tourism policy that can be taken.
		1.2	Summarise the historical development of tourism policy.
		1.3	Critically analyse the multi-scalar nature of contemporary tourism policy.
2	Be able to critically evaluate the implementation of tourism policy.	2.1	Appraise a range of tourism policy instruments.
		2.2	Critically analyse the issues involved in developing tourism policies.
		2.3	Critically evaluate the implementation of tourism policies.
3	Be able to critically analyse the theories and concepts of tourism planning.	3.1	Critically evaluate the different approaches to tourism planning.
		3.2	Critically assess how the external environment influences tourism planning.
		3.3	Evaluate the execution of a tourism plan.
4	Be able to create tourism plans that can applied to international tourism destinations.	4.1	Adapt models of tourism planning to a specific tourist destination.
		4.2	Create a tourism plan document.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

Indicative 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. and 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*. Oxford: Elsevier

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

Hall, C.M. (2008) *Tourism Planning: Policies, Processes and Relationships*. 2nd Edition. Harlow: Prentice Hall

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

Journals

- Annals of Tourism Research
- Current Issues in Tourism
- International Journal of Event Management Research
- Journal of Policy Research in Tourism, Leisure and Events
- Managing Leisure: an international journal
- Tourism Management

UNIT 03: ORGANISATIONAL BEHAVIOUR AND PERFORMANCE

Unit Reference Number	L/616/2677
Unit Title	Organisational Behaviour and Performance
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
1	Be able to analyse the fundamental structure and objectives of an organisation in the tourism and hospitality industry.	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	Be able to assess 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.
3	Be able to critically assess 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.
4	Be able to critically evaluate the functions of leadership and management in a	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

	tourism or hospitality organisation.		hospitality organisations.
		4.3	Justify the role of Human Resources Management in developing leadership and management within tourism and hospitality organisations.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

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

Additional reading:

Beech, J. and 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. and Dossor, P. (2013) *Hospitality Management and Organisational Behaviour*. 5th Edition. Harlow: Prentice Hall.

Journals

- Annals of Tourism Research
- Current Issues in Tourism
- Tourism Management
- Tourism and Hospitality Management

UNIT 04: TECHNOLOGY IN THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	L/616/2680
Unit Title	Technology in the Tourism and Hospitality Industry
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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 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	Be able to evaluate 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.
2	Be able to critically evaluate 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	Judge how OTAs and meta-search are affecting the development of the tourism and hospitality industry.
3	Be able to evaluate the impacts of the internet and social media on 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 OTAs and other

			tourism and hospitality organisations.
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.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

Indicative 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. and Connolly, D. (2011) *Technology 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. and Buhalis, D. (2008) *E-Tourism Case Studies*. Oxford: Butterworth-Heinemann

European Travel Commission (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 Approaches*. London: Information Science Resources

Journals

- Current Issues in Tourism
- Tourism Management
- Tourism and Hospitality Management

UNIT 05: TOURISM AND INTERNATIONAL DEVELOPMENT

Unit Reference Number	R/616/2681
Unit Title	Tourism and International Development
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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 Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
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.
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.
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.
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.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

Indicative 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 sustainable 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. and Telfer, D. (2014) *Tourism and Development: Concepts and Issues*. London, CABI

Additional reading:

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

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

Mowforth, M. and Munt, I. (2008) *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. 3rd Edition. Abingdon: Routledge

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

Journals

- Current Issues in Tourism
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Tourism Research
- Journal of Travel Research
- Journal of Sustainable Tourism
- Managing Leisure: an international journal
- Tourism Analysis
- World Development

UNIT 06: RESEARCHING TOURISM AND HOSPITALITY MANAGEMENT

Unit Reference Number	Y/616/2682
Unit Title	Researching Tourism and Hospitality Management
Unit Level	6
Total Qualification Time (TQT)	200 Hours
Guided Learning Hours (GLH)	80 Hours
Number of Credits	20
Mandatory / Optional	Mandatory
Unit Grading Structure	Pass / Fail

Unit Aims

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 Outcomes and Assessment Criteria

Learning Outcome – The learner will:		Assessment Criterion – The learner can:	
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.
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.
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.
4	Be able to present	4.1	Communicate the findings of research in ways that are

	complex data in ways that are useful for tourism and hospitality management.		relevant to an academic audience.
		4.2	Communicate the findings of research in ways that are relevant to a business audience.

Assessment

To achieve a 'pass' for this unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria.

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

Indicative contents

- Approaches to research (quantitative / 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. and Bell, E. (2011) *Business Research Methods*. Oxford: Oxford University Press

Collis, J. and 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. and Thornhill, A. (2007). *Research Methods for Business Students*. 4th Edition: Prentice Hall.

Journals

- Annals of Tourism Research
- International Journal of Event Management Research
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Tourism Research
- Journal of Policy Research in Tourism, Leisure and Events
- Journal of Travel Research
- Tourism Management
- Tourism Recreation Research

IMPORTANT NOTE

Whilst we make every effort to keep the information contained in programme specification up to date, some changes to procedures, regulations, fees matter, timetables, etc may occur during the course of your studies. You should, therefore, recognise that this booklet serves only as a useful guide to your learning experience. For updated information please visit our website www.othm.org.uk.