



OTHM LEVEL 4 DIPLOMA IN TOURSIM AND HOSPITALITY MANAGEMENT

Qualification Number: 610/0783/3

Specification | April 2022

TABLE OF CONTENTS

QUALIFICATION OBJECTIVES	2
QUALITY, STANDARDS AND RECOGNITIONS	2
REGULATORY INFORMATION	2
EQUIVALENCES	2
QUALIFICATION STRUCTURE	3
DEFINITIONS	3
ENTRY REQUIREMENTS	3
PROGRESSION	4
DELIVERY OF OTHM QUALIFICATIONS	4
ASSESSMENT AND VERIFICATION	4
RECOGNITION OF PRIOR LEARNING AND ACHIEVEMENT	5
EQUALITY AND DIVERSITY	5
UNIT SPECIFICATIONS	6
ACADEMIC WRITING AND RESEARCH SKILLS	7
BUSINESS ENVIRONMENT FOR TOURISM AND HOSPITALITY	10
SERVICES MARKETING IN TOURISM AND HOSPITALITY	15
SUSTAINABILITY IN TOURISM AND HOSPITALITY	18
EVENTS MANAGEMENT	21
THE DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY	24
IMPORTANT NOTE	27

QUALIFICATION OBJECTIVES

The objective of the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification is to support learners' development as managers within the tourism and hospitality industry.

The Level 4 units introduce relevant Tourism and Hospitality topics that combine theoretical knowledge with practical application. The qualification will provide learners with the knowledge and skills in the areas of academic and research skills, the tourism and hospitality business environment, the development of the tourism and hospitality industry, services marketing, consumer behaviour, sustainability in tourism and hospitality and event management.

Successful completion of this qualification will equip learners with the specialist skills and technical terminology to develop their knowledge and to progress to further study or employment.

QUALITY, STANDARDS AND RECOGNITIONS

OTHM Qualifications are approved and regulated by Ofqual (Office of Qualifications and Examinations Regulation). Visit the 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 4 Diploma in Tourism and Hospitality Management
Ofqual Qualification Number	610/0783/3
Regulation Start Date	07/04/2022
Operational Start Date	07/04/2022
Duration	1 year
Total Credit Value	120 Credits
Total Qualification Time (TQT)	1200 Hours
Guided Learning Hours (GLH)	600 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 Level 4 represent practical knowledge, skills, capabilities and competences that are assessed in academic terms as being equivalent to Higher National Certificates (HNC) and Year 1 of a three-year UK Bachelor's degree programme.

QUALIFICATION STRUCTURE

The OTHM Level 4 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 600 Guided Learning Hours (GLH) for the completed qualification.

Unit Ref. No.	Unit title	Level	Credit	GLH	TQT
H/650/1099	Academic Writing and Research Skills	4	20	100	200
A/650/1159	Business Environment for Tourism and Hospitality	4	20	100	200
T/650/1157	Services Marketing in Tourism and Hospitality	4	20	100	200
Y/650/1158	Sustainability in Tourism and Hospitality	4	20	100	200
H/650/1160	Events Management	4	20	100	200
J/650/1161	The Development of the Tourism and Hospitality Industry	4	20	100	200

Any learner that successfully completes the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification may, within 3 years, progress and complete the required Level 5 mandatory units to gain the full OTHM Level 5 Extended Diploma in Tourism and Hospitality Management qualification. A new registration for the learner must be made by the centre.

DEFINITIONS

Total Qualification Time (TQT) is the number of notional hours which represents an estimate of the total amount of time that could be expected to be required 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 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) are 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

These qualifications are designed for learners who are typically aged 18 and above. The entry profile for learners is likely to include at least one of the following:

- Relevant Level 3 Diploma qualification or equivalent qualification
- GCE Advanced level in 2 subjects or equivalent qualification

- Mature learners (over 21) with relevant management experience (learners must check with the delivery centre regarding this experience prior to registering for the programme)

English requirements: If a learner is not from a majority English-speaking country, they must provide evidence of English language competency. For more information visit the [English Language Expectations](#) page on the [OTHM website](#).

PROGRESSION

Successful completion of the OTHM Level 4 Diploma in Tourism and Hospitality Management provides learners the opportunity for a wide range of academic progressions, including the OTHM Level 5 Extended Diploma in Tourism and Hospitality Management.

As this qualification is approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation), learners are also eligible to gain direct entry into Year 2 of a three-year UK Bachelor's degree programme. 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 qualification 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 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 assessed and internally quality assured 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.

Specific assessment guidance and relevant marking criteria for each unit are made available in the Assignment Brief document.

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 provides equality and diversity training to staff and consultants. This makes clear that staff and consultants must comply with the requirements of the Equality Act 2010, and all other related equality and diversity legislation, in relation to our qualifications.

We develop and revise our qualifications to avoid, where possible, any feature that might disadvantage learners because of their age, disability, gender, pregnancy or maternity, race, religion or belief, and sexual orientation.

If a specific qualification requires a feature that might disadvantage a particular group (e.g., a legal requirement regarding health and safety in the workplace), we will clarify this explicitly in the qualification specification.

UNIT SPECIFICATIONS

ACADEMIC WRITING AND RESEARCH SKILLS

Unit Reference Number	H/650/1099
Unit Title	Academic Writing and Research Skills
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

Engaging in academic research and writing will help learners to interpret and evaluate sources of information and evidence before engaging 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.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criteria – The learner can:	Indicative Content
1. Understand the concept and purpose of academic research and writing.	1.1 Explain what is meant by the term ‘academic research and writing.’ 1.2 Explain different academic writing conventions. 1.3 Discuss different types of academic research.	<ul style="list-style-type: none"> • Seeking the truth • Adding to knowledge • Academic language • Paragraphs and argument flows • Paraphrasing • Writing to word counts • Descriptive research • Associational research • Intervention research • Validity and reliability of research

<p>2. Know how to conduct academic research.</p>	<p>2.1 Compare different sources of information and evidence. 2.2 Explain a research process. 2.3 Differentiate between primary and secondary research.</p>	<ul style="list-style-type: none"> • Journals • Textbooks • Conferences • Government data • Research as a linear process • Primary research – seeking new information • Secondary research – reviewing existing information
<p>3. Know about critical thinking skills.</p>	<p>3.1 Explain what is meant by the term ‘critical thinking.’ 3.2 Explain different critical thinking skills. 3.3 Explain why critical thinking is important for in academic research. 3.4 Apply techniques to evaluate an argument.</p>	<ul style="list-style-type: none"> • Systematic approach to evaluating arguments. • Critical reading • Analysis and interpretation • Being open-minded • Self-regulation • Objective v subjective • Promoting creative • Improving language and presentation skills • Thinking ‘outside the box’ • Argument coherence • Evidence testing • Validity testing
<p>4. Understand how to construct a reliable and valid academic argument.</p>	<p>4.1 Explain the key components of a reliable and valid academic argument. 4.2 Differentiate between inductive and deductive reasoning. 4.3 Suggest an argument structure for a given topic.</p>	<ul style="list-style-type: none"> • Evidence • Premise (nature of academic argument) • Conclusion • Inductive uses generalisation • Deductive uses known evidence and information • Logical argument structures

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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3000 words

Indicative Reading

Bailey, S. (2017) *Academic Writing: A Handbook for International Students* 5th edition, Routledge, London

Cotrell, S. (2019) *The Study Skills Handbook* 5th edition, MacMillan, London

Journals

Journal of Academic Research

Journal of Academic Writing

BUSINESS ENVIRONMENT FOR TOURISM AND HOSPITALITY

Unit Reference Number	A/650/1159
Unit Title	Business Environment for Tourism And Hospitality
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

This unit aims to provide learners with an understanding of the roles and characteristics of public and private sector organisations within the tourism and hospitality industry and the challenges they may face. Additionally, learners will explore the fundamental factors that affect how a tourism and hospitality organisation operates within the context of its internal and external business environment.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative contents
1. Know about the nature and role of public sector organisations in the tourism and hospitality industry.	1.1 Explain the role of the public sector in the tourism and hospitality industry. 1.2 Describe the characteristics of public sector organisations in the tourism and hospitality industry. 1.3 Describe common challenges faced by public sector organisations in the tourism and hospitality industry.	<ul style="list-style-type: none"> Public sector includes government controlled, local government controlled and membership organizations. Characteristics - encourages, promotes, and develop tourism as a major socio-economic activity to generate foreign currency and employment, owned or funded by the government – local or national, staffed by paid employees but may also be supported by volunteers ie tourist information centres, tourist boards, some smaller visitor attractions, some

		<p>local transport organisations, most regulatory bodies, government bodies</p> <ul style="list-style-type: none"> • Challenges <ul style="list-style-type: none"> ○ Inefficient Management ○ Budget constraints ○ Financial losses ○ Excessive Government Control ○ Lack of Efficiency ○ Delayed Decisions ○ Lack of Innovations
<p>2. Know about the nature and role of private sector organisations in the tourism and hospitality industry.</p>	<p>2.1 Explain the role of the private sector in the tourism and hospitality industry.</p> <p>2.2 Describe the characteristics of private sector organisations in the tourism and hospitality industry.</p> <p>2.3 Evaluate the role of entrepreneurship in tourism and hospitality businesses.</p>	<ul style="list-style-type: none"> • The private sector produces goods, provides service to consumers, and earn profits. • Characteristics – owned by private individual(s) or company, may be a public limited company (PLC) on stock market, could be large multinational company, may be SME (small to medium-sized enterprise), ie tour operators, travel agents, most transport organisations and hubs, most large visitor attractions, most accommodation providers • The entrepreneur and process of entrepreneurship; <ul style="list-style-type: none"> ○ Enterprise environment and enterprise culture; ○ Strategic aspects of entrepreneurship; ○ Ethnic entrepreneurship and entrepreneurship in an international context; ○ Business opportunity recognition, innovation and concept development; ○ Intrapreneurship and social entrepreneurship; ○ • Business franchising;

<p>3. Be able to analyse the internal environment in which tourism and hospitality businesses operate.</p>	<p>3.1 Explain key factors that influence the internal environment of tourism and hospitality businesses.</p> <p>3.2 Explain why it is important to measure a business's internal environment.</p> <p>3.3 Apply a technique to quantify a business's internal environment.</p> <p>3.4 Assess a business's internal environment.</p>	<ul style="list-style-type: none"> • Internal environment: internal factors, functions, stakeholders, organisational culture • Establishing a business's capabilities • Supporting strategic intent • Planning for the future • Internal environment: resources, financial – non-financial, people and their skills, equipment – systems – processes – digital capabilities, customers, competitors, suppliers, intermediaries, public. • Capacity assessment grid • McKinsey's 7S framework • Other relevant frameworks • SWOT/TOWS <ul style="list-style-type: none"> ○ Strengths: ie market share, reserves, innovation, brand ○ Weaknesses: ie labour turnover, lack of workforce skills, motivation ○ Opportunities: ie technology, overseas markets, product development ○ Threats: ie rising costs, competitive rivalry, new entrants, pressure groups, social trends, government policies
<p>4. Be able to analyse the external environment in which tourism and hospitality businesses operate.</p>	<p>4.1 Explain key factors in the external environment which influence tourism and hospitality businesses.</p> <p>4.2 Explain why it is important to measure a business's external environment.</p> <p>4.3 Apply a technique to quantify a business's external environment.</p> <p>4.4 Assess a business's external environment.</p>	<ul style="list-style-type: none"> • External factors, drivers and stakeholders • Local, national and international cultures • Establishing market position • Recognising opportunities • Preparing for change • Competition within the tourism and hospitality industry • The future of the tourism and hospitality industries • SWOT analysis of internal and external factors affecting marketing – strengths and

		<p>weaknesses: internal analysis of production capacity, branding, product portfolio, staff skills, access to materials and suppliers – opportunities and threats: external analysis of market demand, changing technology, competitor strength o</p> <ul style="list-style-type: none"> • Ansoff Matrix – to determine product and market growth strategies • Boston Matrix – to classify products within the product portfolio into four distinct groups o market mapping – to identify where there are ‘gaps’ in the market o competitor analysis – to assess the strengths and weaknesses of competitors, to identify opportunities for improvement within an organisation • Porter’s Five Forces – threat of new entrants, threat of substitutes, competitive rivalry, bargaining power of suppliers, bargaining power of buyers. • PESTEL: • Political (changes in government and government policies, taxation, political stability, industry regulations, global trade agreements and restrictions). • Economic (government economic priorities and policies, economic growth, economic decline, exchange rates, inflation, interest rates, consumer spending, labour costs) • Social (culture, lifestyle, career and life expectations, consumer trends, fashions) • Technological (recent technologies, use of technology, impact of technology on industry, individual businesses and the individual and organisation)
--	--	---

		<ul style="list-style-type: none"> • Legal (Changes in legislation and regulation e.g. health and safety, employment legislation, equality legislation, consumer legislation, data protection) • Environmental (corporate social responsibility, consumer opinion, ethical trading, fair trade, organic, sustainability, responsibilities, legal requirements e.g. water use, waste and carbon emissions)
--	--	---

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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3000 words

Indicative Reading

Holloway, J.C. & Humphries, C. (2019) *The Business of Tourism*. 11th Ed. London. Sage

Page, S. (2019) *Tourism Management*. 7th Edition. Abingdon: Routledge

Page, S. and Connell, J. (2020) *Tourism: A Modern Synthesis*. 5th Ed. London: Cengage

Walker, R. and Walker, T. (2019) *Introduction to Hospitality Management*. 8th Edition. London: Pearson

Wood, R. (2015) *Hospitality Management: A Brief Introduction*. London: Sage

SERVICES MARKETING IN TOURISM AND HOSPITALITY

Unit Reference Number	T/650/1157
Unit Title	Services Marketing in Tourism and Hospitality
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

The aim of this unit is to introduce learners to the role of services marketing techniques in the context of customer service within the tourism and hospitality industry. Learners will also be introduced to the principles of consumer behaviour and the marketing mix.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative contents
1. Understand the principles of services marketing in the tourism and hospitality industry.	1.1 Describe the role of services marketing in the tourism and hospitality industry. 1.2 Discuss the services marketing approach in the tourism and hospitality industry. 1.3 Describe the services marketing activities of tourism and hospitality businesses. 1.4 Explain the impact of social media and digital communications on services marketing.	<ul style="list-style-type: none"> • Marketing in the tourism and hospitality industries • Introduction to services marketing • Services marketing in the tourism and hospitality industries • The services marketing mix • Introduction to social media and digital communications in the tourism and hospitality industries

<p>2. Know about the components of the marketing mix.</p>	<p>2.1 Explain the 9P model of the extended marketing mix. 2.2 Analyse the marketing mix of a selected tourism and hospitality business.</p>	<ul style="list-style-type: none"> ● Marketing Mix and 9P Model: <ul style="list-style-type: none"> ○ People ○ Planning ○ Product ○ Place ○ Price ○ Promotion ○ Partners ○ Presentation ○ Passion ● Marketing as a cross-functional activity within tourism and hospitality businesses ● Integrated marketing
<p>3. Know about the principles of consumer behaviour in the tourism and hospitality industry.</p>	<p>3.1 Explain the main theories of consumer behaviour in the tourism and hospitality industry. 3.2 Analyse contemporary trends in consumer behaviour in the tourism and hospitality industry. 3.3 Explain how tourism and hospitality businesses have adapted to changes in consumer behaviour.</p>	<ul style="list-style-type: none"> ● Introduction to consumer behaviour ● Theories of consumer behaviour: <ul style="list-style-type: none"> ○ Theory of Reasoned Action ○ Theory of Planned Behaviour ○ Motivation-Need Theory ○ Impulse Buying ● Current trends in tourism and hospitality consumer behaviour ● Business responses to consumer behaviour ● Agile business in tourism and hospitality
<p>4. Understand the nature and importance of customer service in the tourism and hospitality industry.</p>	<p>4.1 Define the characteristics of excellent customer service in the tourism and hospitality industry. 4.2 Assess the relationship between customer service and business performance in the tourism and hospitality industry. 4.3 Explain the importance of effective customer complaint management.</p>	<ul style="list-style-type: none"> ● Introduction to the concept of service quality and customer service ● Customer service in the tourism and hospitality industries ● Principles of excellent customer service ● Introduction to performance management ● Managing complaints in 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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3000 words

Indicative Reading list

Kotler, P., Bowen, J., Makens, J. & Baloglu, S. (2016) *Marketing for Hospitality and Tourism*. 7th Ed. London. Pearson.

George, R. (2021) *Marketing Tourism and Hospitality: Concepts and Cases*. London. Palgrave McMillan

Hudson, S. and Hudson, L. (2017) *Customer Services in Tourism and Hospitality*. 2nd Ed. London: Goodfellow

Morrisson, A. (2019) *Marketing and Managing Tourism Destinations*. 2nd Ed. London: Routledge

SUSTAINABILITY IN TOURISM AND HOSPITALITY

Unit Reference Number	Y/650/1158
Unit Title	Sustainability in Tourism and Hospitality
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

The aim of this unit is to develop learners' understanding of the principles of sustainability that are important for those working in a managerial role in the tourism and hospitality industry. The unit introduces the concept of sustainability and sustainable development and contextualises it for different types of business and destinations in the tourism and hospitality industry.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative content
1. Understand sustainability and the sustainable development concept.	1.1 Explain the concept of sustainability. 1.2 Discuss the role of sustainability in a range of business contexts. 1.3 Explain the concept of sustainable development.	<ul style="list-style-type: none"> • Definition: Tourism that takes full account of its current and potential future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. • Principles (aesthetic, environmental, social, economic, ecological, cultural); • Measures: to ensure a sustainable environment; examples of good practice; local sourcing; implications for businesses and customers; sustainable operations within the context of the

		<p>hospitality industry, changing customers' perceptions</p> <ul style="list-style-type: none"> • Approaches to sustainability <ul style="list-style-type: none"> ○ Bruntland Report ○ 3-legged stool ○ Circular Economy ○ Green economy • Sustainability in business <ul style="list-style-type: none"> ○ CSR ○ Green consumers ○ Reporting ○ Regulation • History of Sustainable Development • United Nations Sustainable Development Goals • Sustainable Development policies
<p>2. Understand the impacts of the tourism and hospitality industry on destinations.</p>	<p>2.1 Explain the different types of impacts that the tourism and hospitality industry has on destinations.</p> <p>2.2 Discuss the ways in which different types of impacts can be managed.</p>	<ul style="list-style-type: none"> • Impacts of tourism and hospitality on destinations <ul style="list-style-type: none"> • Urban • Coastal • Island • Rural • Economic Impacts of tourism and hospitality • Social Impacts of tourism and hospitality • Environmental Impacts of tourism and hospitality • Principles of Destination Management for sustainability • Best practices in Destination Management for sustainability
<p>3. Understand the principles of sustainable tourism.</p>	<p>3.1 Explain the principles of sustainable tourism.</p> <p>3.2 Show how sustainable tourism approaches help to mitigate the negative impacts of tourism.</p> <p>3.3 Discuss policy initiatives that support sustainable tourism.</p>	<ul style="list-style-type: none"> • Introduction to sustainable tourism • The relationship between sustainable tourism and sustainable development • Sustainable tourism and economic development • Sustainable tourism and social development • Sustainable tourism and the environment • Policy for sustainable tourism

		<ul style="list-style-type: none"> ○ United Nations World Tourism Organisation ○ Organisation for Economic Cooperation and Development ○ European Union ○ Association of Southeast Asian Nations ○ National policies for sustainable tourism
4. Understand sustainability initiatives in tourism and hospitality businesses.	<p>4.1 Explain sustainability initiatives in different types of tourism and hospitality businesses.</p> <p>4.2 Discuss best practice in sustainable business practice in tourism and hospitality.</p> <p>4.3 Explain the impacts of sustainability initiatives on tourism and hospitality businesses.</p>	<ul style="list-style-type: none"> ● Different types of sustainability initiatives <ul style="list-style-type: none"> ○ Policies ○ Certification ○ Awards ○ Staff incentives ● Best practices in sustainable business practice in tourism and hospitality in different sectors: <ul style="list-style-type: none"> ○ Travel ○ Accommodation ○ Restaurants ○ Tour Operators ● Measuring the success of sustainability initiatives ● Sustainability Indicators

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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3000 words

Indicative Reading list

Fennel, D. & Cooper, C. (eds.) (2020) *Sustainable Tourism: Principles, Contexts and Practices*. Bristol: Channel View

Coghlan, A. (2019). *An introduction to sustainable tourism*. London. Goodfellow Publishers.

EVENTS MANAGEMENT

Unit Reference Number	H/650/1160
Unit Title	Events Management
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

The aim of this unit is to enable learners to understand the different types of events that are linked to the tourism and hospitality industry. Learners will develop their understanding of the of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector as well as knowledge of the impacts that events can have in tourism destinations.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative content
1. Understand different types of events.	1.1 Explain how small, large, hallmark and mega events are classified. 1.2 Describe the characteristics of each kind of event. 1.3 Assess the relationships between the tourism, hospitality and events management industries.	<ul style="list-style-type: none"> • Classification and characteristics of events by scale: <ul style="list-style-type: none"> ○ small: local and regional level ie festival, ○ large: attract significant numbers of attendees ie concerts ○ hallmark: major single-time or repeating events of limited duration ie Carnival in Rio. ○ mega: enormous events that affect whole economies and echo in the global media ie FIFA World cup. • Classification of events by type e.g. Meetings, Incentives, Conferences, Exhibitions etc.

		<ul style="list-style-type: none"> Relationships between event management and the tourism and hospitality industry
2. Understand the different types of events that take place within the tourism and hospitality industry.	<p>2.1 Describe the characteristics of various events within the tourism and hospitality industry,</p> <p>2.2 Differentiate between the range of venues within the tourism and hospitality industry that are suitable for the staging of events.</p> <p>2.3 Explain the benefits to businesses in the tourism and hospitality industry of staging events.</p>	<ul style="list-style-type: none"> Tourism events : meetings, incentives, conventions (or conferences or congresses), and exhibitions, know Hospitality events: weddings, business meetings, celebration dinners and fundraisers. Event venue selection ie hotels, conference centres Benefits: increase brand and product exposure. reach a targeted audience, establish a relationship with customers, boost sales, create leadership and credibility.
3. Understand the characteristics of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.	<p>3.1 Describe the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.</p> <p>3.2 Describe the characteristics of each element of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.</p> <p>3.3 Assess the impact of external influences on the development of the Meetings, Incentives, Conferences & Exhibitions (MICE) sector.</p>	<ul style="list-style-type: none"> The M.I.C.E. sector <ul style="list-style-type: none"> Meetings Incentives / Incentive Travel Conferences Exhibitions Business Travel Impact of crises on M.I.C.E ie <ul style="list-style-type: none"> Pandemics Terrorism Economic crisis Political crisis M.I.C.E. sector development in urban destinations
4. Understand the impact that events can have on tourism destinations.	<p>4.1 Evaluate the range of impacts that events can have on tourism destinations.</p> <p>4.2 Recommend measures to increase the positive impacts of events on tourism destinations</p> <p>4.3 Recommend measures to reduce the negative impacts of events tourism destinations.</p>	<ul style="list-style-type: none"> Impacts: Political, Economic, Social, Technological, Environmental and Legal Sustainability and events management Introduce positive and negative measures

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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to 4	Coursework	3000 words

Indicative Reading list

Bladen, C., Kennell, J., Abson, A. and Wilde, N. (2017) *Events Management: An Introduction*. 2nd Ed. Abingdon: Routledge

Ferdinand, N. and Kitchin, P. (2022) *Events Management: An International Approach*. 3rd Ed. London: Sage

Getz, D. and Page, S. (2019) *Event Studies: Theory, Research and Policy for Planned Events*. 4th Ed. London: Routledge

Quinn, B. (2013) *Key Concepts in Event Management*. London: Sage

Raj, R., Walters, P. and Rashid, T. (2017) *Events Management: Principles and Practice*. 3rd Edition. London: Sage

Shone, A. and Parry, B. (2019) *Successful Event Management*. 5th Ed. London: Cengage

THE DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	J/650/1161
Unit Title	The Development of the Tourism and Hospitality Industry
Unit Level	4
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Sector Subject Area (SSA)	8.2 Travel and Tourism
Unit Grading Type	Pass / Fail

Unit Aims

The aim of this unit is to provide learners with an understanding of the main factors influencing the development of the tourism and hospitality industry. Learners will develop the ability to analyse the factors affecting demand within the industry as well as knowledge of the relationships between businesses in the tourism and hospitality industry.

Learning Outcomes, Assessment Criteria and Indicative Content

Learning Outcome – The learner will:	Assessment Criterion – The learner can:	Indicative content
1. Understand the main factors affecting the development of the tourism and hospitality industry.	1.1 Discuss the historical development of the tourism and hospitality industry. 1.2 Explain the impact of technological, economic and social changes on the development of the tourism and hospitality industry. 1.3 Assess the contemporary factors that will affect the future development of the tourism and hospitality industry.	<ul style="list-style-type: none"> • The historical context of the tourism and hospitality industry • Definitions of different types of tourism including inbound, outbound and domestic • Technological developments • Economic Developments • Social developments • Contemporary trends influencing the growth of the tourism and hospitality industry • Challenges and issues facing the industry from social, economic, environmental

<p>2. Know about the factors affecting consumer demand within the tourism and hospitality industry.</p>	<p>2.1 Explain the major factors impacting on tourist demand. 2.2 Describe the key theories of tourist motivation. 2.3 Explain the roles and functions of different types of travel agents and tour operators.</p>	<p>and political perspectives</p> <ul style="list-style-type: none"> • Factors influencing tourist demand <ul style="list-style-type: none"> ○ Physical ○ Psycho-Social ○ Status/Prestige ○ Environmental • Key theories of tourist motivation <ul style="list-style-type: none"> ○ Maslow ○ Push-Pull theory ○ Travel career ladder ○ Plog's tourist typologies • Travel agencies • Retail travel operations • Online Travel Agencies • Tour operator types • Package holidays
<p>3. Understand the roles and functions of organisations within the tourism and hospitality industry.</p>	<p>3.1 Describe the main types of organisations within the tourism and hospitality industry. 3.2 Explain the scale and structure of a selected tourist or hospitality organisation. 3.3 Explain tourism and hospitality business functions in a tourist destination.</p>	<ul style="list-style-type: none"> • Types of business in the tourism and hospitality industry ie : <ul style="list-style-type: none"> ○ Accommodation. ○ Transport Provision ○ Visitor Attractions ○ Tour Operations ○ Travel Agents ○ Tourism Development and Promotion • Structure and organisation: Position in the chain of distribution, Key profiles including origins, ownership, market segments, competition and scale to differentiate between different tour operators Different types of products and services to meet different markets • Regulation of tour operators including governing bodies and regulatory requirements • Tourism and hospitality businesses at the

		destination level
4. Understand the roles, functions and actions of destination management organisations.	<p>4.1 Assess why destination management is needed.</p> <p>4.2 Describe the roles of destination management organisations at national and local levels.</p> <p>4.3 Analyse the common issues faced by destination management organisations in a tourist destination.</p>	<ul style="list-style-type: none"> • The need for the management of tourism destinations <ul style="list-style-type: none"> ○ Sustainability ○ Competitiveness ○ Cooperation • The role of the Destination Management Organisation in a tourism destination. <ul style="list-style-type: none"> ○ National Tourism Organisations ○ Regional Tourism Organisations ○ Local Tourism Organisations • Issues faced by Destination Management Organisations <ul style="list-style-type: none"> ○ Role of the public sector ○ Public-Private Partnerships ○ Subscriptions / Memberships ○ Free riding ○ Stakeholder management

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 to be covered	Assessment type	Word count (approx. length)
All 1 to 4	All ACs under LO 1 to4	Coursework	3000 words

Indicative Reading list

Page, S. (2019) *Tourism Management*. 7th Edition. Abingdon: Routledge

Page, S. and Connell, J. (2020) *Tourism: A Modern Synthesis*. 5th Ed. London: Cengage

Walker, R. and Walker, T. (2019) *Introduction to Hospitality Management*. 8th Edition. London: Pearson

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 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.