

**LEVEL 4  
DIPLOMA IN TOURISM  
AND HOSPITALITY  
MANAGEMENT (QCF)**

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## QUALIFICATION OBJECTIVES

This qualification in Business Studies at Level 4 has been developed to conform to regulatory requirements to meet the requirements of employers, the needs of learners and our centres. This qualification is not tied to any specific industry, but delivers the knowledge, understanding and skills that meet the needs of learners aspiring to roles in Business and Administrative Management in different sectors on a domestic and international platform.

We provide a flexible route for learners who have already achieved qualifications in Business and Administrative Management at a lower level and for learners who do not have management qualifications, but have qualifications in other areas and/or prior experience the workplace. The Diploma allows learners to acquire a range of knowledge and understanding and to develop some of the key skills required to work as an administrative manager.

## 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 to several UK universities that acknowledge 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 4 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 Hospitality Management diploma programme is a Level 4 qualification according to the Qualifications and Credit Framework (QCF) which consist 6 mandatory units worth total 120 credits and equivalent to Degree 1st Year in the UK..

## PROGRAMME STRUCTURE

Level 4 Diploma in Tourism and Hospitality Management is a 120 credit qualification that includes six mandatory units. To achieve the Level 4 Diploma in Tourism and Hospitality Management, learners must complete all units giving 120 credits.

Unit Ref. No.	Mandatory unit title	Credit
H/507/0013	Tourism and Hospitality Business Management	20
K/507/0014	Services Marketing and Customer Service in the Tourism and Hospitality Industry	20
M/507/0015	Accounting and Finance in the Tourism and Hospitality Industry	20
T/507/0016	Academic and Employability Skills	20
A/507/0017	Events Management in the Tourism and Hospitality Industry	20
Y/507/0090	Analysing the Tourism and Hospitality Industry	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 4 Diploma in Business Management qualification, learner must possess:

- Relevant NQF/QCF Level 3 Award or at the level of GCE/GCSE or equivalent overseas qualifications.
- English: If a 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

On passing the Level 4 Diploma in Tourism and Hospitality Management (QCF) learners will be eligible to be considered for the Level 5 Diploma in Tourism and Hospitality Management (QCF). Learners must pass all level 4 units to be eligible to join the Level 5 Diploma.

## **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 London School of Planning and Management 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: TOURISM AND HOSPITALITY BUSINESS MANAGEMENT

Unit Reference Number	H/507/0013
Unit Title	Tourism and Hospitality Business Management
Unit Level	4
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 an understanding of the main internal and external factors that influence businesses in the tourism and hospitality industry. The unit will support learners to analyse the micro and macro environment and how these influence management decisions in tourism and hospitality businesses. Learners will apply tools to collect information relating to the tourism and hospitality business environment.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Describe the nature and role of public sector organisations in the tourism and hospitality industry	1.1	Consider 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	Discuss common challenges faced by public sector organisations in the tourism and hospitality industry
2	Describe the nature and role of private sector organisations in the tourism and hospitality industry	2.1	Consider the role of the private sector in the tourism and hospitality industry
		2.2	Describe the characteristics of private sector organisations in the tourism and hospitality industry
		2.3	Discuss the role of entrepreneurship in tourism and hospitality
3	Explain the macro environment in which tourism and hospitality businesses operate	3.1	Classify key factors in the macro environment which influence tourism and hospitality businesses
		3.2	Demonstrate the use of PESTEL analysis to collect information on the macro environment
4	Explain the micro environment of tourism and hospitality businesses	4.1	Classify key factors in the micro environment which influence tourism and hospitality businesses
		4.2	Demonstrate the use of SWOT analysis to collect information on the micro environment

### 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	2500 words

## Study Contents

- The role of the public sector in the tourism and hospitality industries
- The characteristics of public sector organizations
- Factors influencing the activities of public sector organisations in the tourism and hospitality industries
- The role of the private sector in the tourism and hospitality industries
- The characteristics of private sector organizations
- The structure of the tourism and hospitality industries
- Describing the sectors of the tourism and hospitality industries
- Core business functions of tourism and hospitality businesses
- The role of entrepreneurship and intrapreneurship in tourism and hospitality
- Understanding the macro environment of tourism and hospitality businesses
- Understanding the micro environment of tourism and hospitality businesses
- Using scanning tools such as PESTEL and SWOT
- Understanding the role of competition within the tourism and hospitality industry
- Information technology and management information systems in tourism and hospitality
- Contemporary issues affecting the performance of businesses in the tourism and hospitality industry
- The future of the tourism and hospitality industries

## Indicative Reading list

Beech, J. & Chadwick, S. (2006) *The Business of Tourism Management*, London: Prentice Hall

Page, S. (2014) *Tourism Management 5<sup>th</sup> Ed.*, Abingdon: Routledge

Page, S. & Connell, J. (2014) *Tourism: A Modern Synthesis*, London: Cengage

Walker, R. & Walker, T. (2013) *Introduction to Hospitality Management 4<sup>th</sup> ed.*, London: Pearson

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



## UNIT 02: SERVICES MARKETING AND CUSTOMER SERVICE IN THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	H/507/0014
Unit Title	Services Marketing and Customer Service in the Tourism and Hospitality Industry
Unit Level	5
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 an introduction to services marketing techniques alongside an understanding of the role of customer service in the tourism and hospitality industry. Learners will be introduced to the principles of consumer behaviour and the marketing mix.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Summarise the principles of services marketing in the tourism and hospitality industry	1.1	Describe the role of marketing in the tourism and hospitality industry.
		1.2	Summarise the service marketing approach in the tourism and hospitality industry.
		1.3	Classify the services marketing activities of tourism and hospitality businesses.
2	Describe the components of the marketing mix	2.1	Explain the 7 P model of the marketing mix
		2.2	Demonstrate the use of the 7 P model to analyse the marketing activity of tourism businesses
3	Summarise the principles of consumer behaviour in the tourism and hospitality industry	3.1	Describe the main theories of consumer behaviour in the tourism and hospitality industry
		3.2	Consider 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
4	Explain the importance of customer service in the tourism and hospitality industry	4.1	Describe the importance of customer service in the tourism and hospitality industry
		4.2	Explain the role of customer service in meeting customer needs in tourism and hospitality businesses
		4.3	Describe the consequences for tourism and hospitality businesses of not providing good customer service

### 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	2500 words

## Study Contents

- Marketing in the tourism and hospitality industries Introduction to market research
- Introduction to consumer behaviour
- Introduction to market segments in the tourism and hospitality industries
- Introduction to services marketing
- The 7P model of the marketing mix
- 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
- Current trends in tourism and hospitality consumer behaviour
- Describing the sectors of the tourism and hospitality industries
- Introduction to 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

## Indicative Reading list

Bagdan, P. (2012) *Guest Service in the Hospitality Industry*, Holloway, C.

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

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

Hudson, S & Hudson, L. (2012). *Customer Services in Tourism and Hospitality*, London: Goodfellow

Morrisson, A. (2013) *Marketing and Managing Tourism Destinations*, London: Routledge

## UNIT 03: ACCOUNTING AND FINANCE IN THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	K/507/0031
Unit Title	Accounting and Finance in the Tourism and Hospitality Industry
Unit Level	4
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 develop a basic understanding of fundamental accounting principles for those working in a managerial role in the hospitality, leisure, travel and tourism environment. The unit should be studied within the context of local, national and international constraints on business structure, objectives and environment.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Consider the function of accounting within different types of tourism and hospitality businesses	1.1	Clarify the purpose of accounting and finance in the context of a tourism or hospitality organisation.
		1.2	Explain the difference between a sole trader, a partnership and a limited company.
		1.3	Explain the difference between the private sector and the public sector in terms of ownership and objectives.
		1.4	Consider how financial software can support Tourism and Hospitality business' accounting functions.
2	Describe accounting principles and the documents involved in financial transactions.	2.1	Explain the rules of double entry book keeping including the maintenance of records.
		2.2	Demonstrate how to calculate and correctly account for VAT on purchases and sales.
		2.3	Demonstrate how to prepare cash receipts, cash payments and bank reconciliation.
3	Explain how a trial balance and adjustments are used to prepare a Statement of Comprehensive Income and a Statement of Financial Position.	3.1	Demonstrate how to construct a simple trial balance from given information.
		3.2	Demonstrate how to prepare a simple Statement of Comprehensive Income
		3.3	Demonstrate how to prepare a simple Statement of Financial Position.
4	Explain how an organisation should manage its fixed working capital.	4.1	Classify the types and sources of finance available to a business and the ways in which a business raises capital.
		4.2	Explain the reasons for, and process of budgetary control.
		4.3	Demonstrate how to prepare a simple cash budget.

### 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	2500 words

## Study Contents

- The purpose of accounting and finance functions in tourism and hospitality organizations
- Different types of tourism and hospitality business structures: sole trader, limited company, partnerships
- Types and sources of business finance
- The role of financial software in tourism and hospitality businesses
- Introduction to double entry book-keeping
- Calculating VAT and sales taxes
- Cash transactions and bank reconciliations
- Introduction to cash budgets
- Constructing a trial balance
- Introduction to Profit and Loss accounts
- Introduction to Balance sheets

## Indicative Reading list

Chibili, M. (2010) *Basic Management Accounting for the Hospitality Industry*, Abingdon: Routledge

Guilding, C. (2013). *Accounting Essentials for Hospitality Managers*, Abingdon: Routledge

Hayes, D. & Millar, A. (2010) *Revenue Management for the Hospitality Industry*, Oxford: John Wiley & Sons

## UNIT 04: ACADEMIC AND EMPLOYABILITY SKILLS

Unit Reference Number	H/507/0016
Unit Title	Academic and Employability Skills
Unit Level	4
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 will enable learners to develop a range of important academic and employability skills which will enable them to perform effectively in both their academic and professional life and to engage in a lifelong learning and continuous professional development.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Reflect on their own learning style and the impact of this on their academic studies	1.1	Summarise the range of different learning styles.
		1.2	Identify own learning style
		1.3	Apply the learning style approach to evaluate own approach to learning
2	Consider their own professional development and plan their future career path	2.1	Explain own career path to date
		2.2	Demonstrate the ability to carry out a personal SWOT analysis
		2.3	Reflect on future professional development opportunities
3	Summarise relevant information on employment sectors within the tourism and hospitality industry	3.1	Classify the different employment sectors of the tourism and hospitality industry
		3.2	Describe the characteristics of a potential employment sector in the tourism and hospitality industry
		3.3	Explain the required skills and qualifications required for employment in a potential employment sector in the tourism and hospitality industry
4	Demonstrate the ability to apply appropriate academic conventions in written communication.	4.1	Demonstrate the ability to produce written work according to academic conventions

### 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	2500 words

## Study Contents

- Assessing your own learning style
- Career development in the tourism and hospitality industries
- Personal SWOT analysis
- SMART goal setting
- Developing academic skills
- Harvard Referencing and plagiarism
- Paraphrasing and summarizing
- Presentation skills
- Reflective learning
- Critical analysis
- Developing transferable skills
- Researching employment opportunities in tourism and hospitality
- CV writing
- Personal branding
- Time Management
- Interview processes
- Conflict resolution

## Indicative Reading list

Burns, T. & Sinfeld, S. (2012) *Essential Study Skills*, London: Sage

Cottrell, S. (2013). *The Study Skills Handbook*, London: Palgrave MacMillan

McMillan, K. & Weyers, J. (2012) *The Study Skills Book*, London: Pearson

Moore, S. & Neville, C. (2010) *The Ultimate Study Skills Handbook*, Milton Keynes: Open University Press

Northedge, A. (2005) *The Good Study Guide*, Milton Keynes: Open University

## UNIT 05: EVENTS MANAGEMENT IN THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	H/507/0017
Unit Title	Events Management in the Tourism and Hospitality Industry
Unit Level	4
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 will enable learners to understand the different types of events that take place that are linked to the tourism and hospitality industry. Learners will gain an appreciation of the MINCE sector, as well as knowledge of the requirements of planning and managing events.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Describe the different kinds of events, by scale.	1.1	Classify small, large, hallmark and mega events
		1.2	Describe the characteristics of each kind of event
		1.3	Consider the relationships between the tourism, hospitality and events industries
2	Describe the different types of events that take place in the tourism and hospitality industry context	2.1	Describe the different kinds of events that take place within the tourism and hospitality industry
		2.2	Classify the range of venues within the tourism and hospitality industry that are suitable for the staging of events
		2.3	Explain the benefits of staging events for businesses in the tourism and hospitality industry
3	Discuss the MINCE sector	3.1	Describe the MINCE sector
		3.2	Clarify the differences between each element of the MINCE sector
		3.3	Discuss external influences on the development of the MINCE sector
4	Classify the impacts that events can have on tourism destinations	4.1	Describe the range of impacts that events can have on tourism destinations
		4.2	Consider measures to increase the positive impacts of events
		4.3	Consider measures to reduce the negative impacts of events

### 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	2500 words

## Study Contents

- Classification of events by scale
- Classification of events by type
- The relationship between the tourism, hospitality and events industries
- The role of events in tourism
- The role of events in hospitality management
- Event venue selection
- The M.I.N.C.E. sector
- The impacts of events on destinations
- Technology and events management
- Managing people in events
- Crowd management
- Event design and production
- Marketing events
- Sustainability and events management
- Event operations

## Indicative Reading list

Bladen, C., Kennell, J., Abson, A. & Wilde, N. (2012) *Events Management: An Introduction*, Abingdon: Routledge

Ferdinand, N. & Kitchin, P. (2012) *Events Management: An International Approach*, London: Sage

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

Raj, R., Walters, P. & Rashid, T. (2012) *Events Management: Principles and Practice 2<sup>nd</sup> ed*, London: Sage

Shone, A. & Parry, B. (2013) *Successful Event Management*, London: Cengage



## UNIT 06: ANALYSING THE TOURISM AND HOSPITALITY INDUSTRY

Unit Reference Number	Y/507/0090
Unit Title	Analysing the Tourism and Hospitality Industry
Unit Level	4
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 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 a knowledge of the main providers of goods and services in tourism and hospitality.

### Learning Outcomes and Assessment Criteria

Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Be able to discuss the main factors affecting the development of the tourism and hospitality industry	1.1	Describe 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 industry.
		1.3	Identify contemporary factors that will affect the future development of the tourism and hospitality industry.
2	Analyse the factors affecting consumer demand within the tourism and hospitality industry.	2.1	Explain the major factors impacting on tourist demand.
		2.2	Describe the key theories of tourist motivation
		2.3	Identify different types of travel agents and tour operators, and describe their roles and functions.
3	Be able to describe the roles and functions of major providers of good and services within the tourism and hospitality industry.	3.1	Describe the roles of the main types of organisations within the tourism and hospitality industry
		3.2	Understand the nature of integration in the tourism and hospitality industry
		3.3	Be able to classify tourism businesses and functions within a tourism destination
4	Be able to explain the roles, functions and actions of destination management organisations	4.1	Understand the need for destination management
		4.2	Describe the roles of destination management organisations at the national and local levels
		4.3	Clarify the common issues faced by destination management organisations in a destination

## 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	2500 words

## Study Contents

- The historical development of the tourism industry
- The historical development of the hospitality industry
- Economic factors that have influenced the development of the tourism and hospitality industry
- Social factors that have influenced the development of the tourism and hospitality industry
- Technological factors that have influenced the development of the tourism and hospitality industry
- Contemporary trends influencing the growth of the tourism and hospitality industry
- Factors influencing tourist demand
- Key theories of tourist motivation
- The role of travel intermediaries
- Vertical and horizontal integration in the tourism and hospitality industries
- The role of destination management
- Information technologies and e-tourism
- Urban and rural tourism
- Coastal tourism
- Event tourism
- Cultural tourism

## Indicative Reading list

Inkson, C. & Minnaert, L. (2012) *Tourism Management: An Introduction*

Page, S. (2014) *Tourism Management 5<sup>th</sup> Ed.*, Abingdon: Routledge

Page, S. & Connell, J. (2014) *Tourism: A Modern Synthesis*, London: Cengage

Walker, R. & Walker, T. (2013) *Introduction to Hospitality Management 4<sup>th</sup> ed.*, London: Pearson

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