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

Qualification Ref. No.: 601/5660/0

Programme Specification | September 2016 | Version 2.0

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QUALIFICATION OBJECTIVES

The Diploma in Tourism and Hospitality Management qualifications is a Level 4 qualification according to the Qualifications and Credit Framework (QCF).

The qualifications are designed to provide learners with a challenging qualification that supports their development as managers within the tourism and hospitality industry, with a lifelong-learning orientation; enable learners to develop their knowledge of knowledge and theories applicable to the management of the tourism and hospitality industry; provide learners with the skills and technical terminology required to develop their management skills in the tourism and hospitality industry; enable learners to make well-informed and confident decisions about the management of work areas in the tourism and hospitality industry; provide opportunities for learners to reflect on common issues facing managers developing their career in the tourism and hospitality industry; give learners the opportunity 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 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.

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 (QCF)
Ofqual Ref. No.	601/5660/0
Regulation Start Date	13/02/2015
Operational Start Date	01/03/2015
Duration	1 Year
Total Credit Value	120 Credits
Overall Grading Type	Pass
Assessment Methods	Coursework
Language of Study	English

EQUIVALENCE

This Tourism and Hopitality Management diploma programme is a Level 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

The OTHM 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).

Learning time is defined as the amount of time a Learner at the level of the unit is expected to take, on average, to complete the learning outcomes of the unit to the standard determined by the assessment criteria.

Guided Learning Hours is defined as the number of hours of teacher-supervised or directed study time required to teach a qualification or unit of a qualification.

ENTRY REQUIREMENTS

For entry onto the OTHM Level 4 Diploma in Tourism and Hospitality Management qualification, learner must possesses, learner must possess:

- Relevant NQF/QCF Level 3 Award or at the level of GCE/GCSE or equivalent
- Mature learners (over 21) with relevant work experience
- English: If a learner is not from a majority English-speaking country must provide evidence of English language competency at minimum of CEFR (The Common European Framework of Reference for Languages) level B1 from a recognised English test provider or IELTS level 4.0 in each component.
- Learner must be 18 years or older at the beginning of the course

PROGRESSION

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

DELIVERING THE 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 direct or indirect, and that equality of opportunity is promoted. Where it is reasonable and practical 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 required to teach a unit of a qualification.

ASSESSMENT AND VERIFICATION

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

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

The Assessor should provide an audit trail showing how the judgement of the Learner's 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

The OTHM has adopted a policy of providing equal opportunities for all 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 by the person harassed. 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: 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 organisations
- 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 organisations
- 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 5th Ed.,* Abingdon: Routledge

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

Walker, R. & Walker, T. (2013) *Introduction to Hospitality Management 4th 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 organisations
- 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 reconcilliations
- 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

- Asessing your own learning style
- Career development in the tourism and hospitality industries
- Personal SWOT analysis
- SMART goal setting
- Developing academic skills
- Harvard Refencing and plagiarism
- Paraphrasing and summarising
- Presentation skills
- Reflective learning
- Critical analysis
- Developing trransferable 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 Managemnt: 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 2nd ed*, London: Sage

Shone, A. & Parry, B. (2013) *Succesful 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 hospitlity industry
- Social factors that have influenced the development of the tourism and hospitlity industry
- Technological factors that have influenced the development of the tourism and hospitlity 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 detination 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 5th Ed.,* Abingdon: Routledge

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

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

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

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 www.othm.org.uk, which is updated regularly.