



Level 4 Certificate in Travel and Tourism - 30 credit

Unit Title	Level	Credits	GLH
Mandatory Units			
The Travel and Tourism Sector	4	15	60
Optional Units (Learner must complete one of the units below to achieve this qualification)			
People in Organisations	4	15	60
Communication Skills	4	15	60



Unit Format

Each unit in suite of level 4 courses is presented in a standard format. This format provides guidance on the requirements of the unit for learners, tutors, assessors and external verifiers.

Each unit has the following sections:

Unit Title

The unit title reflects the content of the unit. The title of each unit completed will appear on a learner's statement of results.

Unit Aims

The unit aims section summaries the content of the unit. All units and courses have a level assigned to them which represents the level of achievement. The level of each unit is informed by the level descriptors.

Credit Value

The credit value is the number of credits that may be awarded to a learner for the successful achievement of the learning outcomes of a unit.

Guided Learning Hours (GLH)

Guided learning hours are an indicative guide to the amount of input that a tutor will provide to a learner, to enable them to complete the unit. This includes lectures, tutorials and workshops and time spent by staff assessing learners' achievement when they are present.

Learning Outcomes

The learning outcomes set out what a learner is expected to know, understand or be able to do as the result of the learning process.

Assessment Criteria

The assessment criteria describe the requirements a learner is expected to meet in order to demonstrate that the learning outcome has been achieved. Command verbs reflect the level of the course.



People in Organisations

Unit Title People in Organisations

Guided Learning Hours: 60

Levels: 4

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

This unit aims to develop knowledge of those aspects of organisations that concern and support people. This includes communication practices, teamwork, remote working and other organisational structures.

Learning Outcomes The learner will:	Assessment Criteria
1. Understand communication practices within organisations	1.1 Analyse the benefits of effective communication to organisations 1.2 Analyse policies and procedures that are used to enhance communication within organisations 1.3 Outline legislation relevant to communication within organisation 1.4 Evaluate how the organisational structure impacts on the
2. Understand the principles of effective teamwork	2.1 Assess the benefits of team working to individuals and organisation 2.2 Analyse why teams might fail to meet their objectives 2.3 Evaluate the impact of leadership styles on teamwork
3. Understand the issues associated with remote working	3.1 Explain the implications of the different ways in which people work remotely. 3.2 Evaluate common working practices used by those working remotely in different contexts
4. Understand the structures designed to support people within the workplace	4.1 Explain how HR departments can provide support to people within the workplace 4.2 Assess policies and procedures designed to support people in the workplace 4.3 Assess practices used to support people in the workplace.
5. Be able to review the impact of workplace practices on people within organisation	5.1 Assess workplace practices that impact on people within organisations 5.2 Make recommendations to improve staff and managers experience of the workplace



Communication Skills

Unit Title: Communication Skills
Guided Learning Hours: 60
Level: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is for Learners that will gain an understanding of why communication is sometimes ineffective and the skills needed to overcome difficulties.

Learning Outcome	Assessment Criteria
The learner can: 1. Understand how internal communication takes place within organisations	1.1 Explain the process of communication 1.2 Assess the appropriate use of different modes of communication for different purposes 1.3 Analyse barriers to effective communication within organisations
2. Understand how organisations communicate with customers	2.1 Evaluate formal communication systems used by organisations to communicate with customers 2.2 Analyse the effectiveness of using social media to communicate with customers 2.3 Assess the images organisations portray through their communications
3. Understand the factors that impact on the effectiveness of communications	3.1 Assess the impact of personal relationships on effective communications 3.2 Assess the impact of non-verbal communication on oral communications 3.3 Assess the impact of technology on oral and written communication 3.4 Review the use of conventions in written communications
4. Be able to present oral information effectively	4.1 Design an oral presentation for a specified Audience 4.2 Present complex information orally 4.3 Use technology to support presentation skills 4.4 Assess effectiveness of own communication
5. Be able to communicate effectively in writing	5.1 Communicate complex information for specific purpose 5.2 Document a meeting 5.3 Use charts and graphs to convey quantitative data 5.4 Review written communication



The Travel and Tourism Sector

Unit Title: The Travel and Tourism Sector
Guided Learning Hours: 60
Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to Understand the History and Structure of travel and tourism sector

Learning Outcomes	Assessment Criteria
The learner can:	
1. Understand the history and structure of the travel and tourism sector	1.1 explain key historical developments in the travel and tourism sector 1.2 explain the structure of the travel and tourism sector
2. Understand the influence of local and national governments and international agencies on the travel and tourism sector	2.1 analyse the function of government, government sponsored bodies and international agencies in travel and tourism 2.2 explain how local and national economic policy influences the success of the travel and tourism sector 2.3 discuss the implications of political change on the travel and tourism sector in different countries
3. Understand the effects of supply and demand on the travel and tourism sector	3.1 explain factors affecting tourism demand 3.2 explain how supply has changed to meet the effects of demand
4. Understand the impacts of tourism	4.1 evaluate the main positive and negative economic, environmental and social impacts of tourism 4.2 explain strategies that can be used to minimise the negative impacts while maximising the positive impacts

Progression: -

On Successful Completion of Certificate in Travel and Tourism

- Learner will get Entry in Diploma Programmes
- It will develop their professional knowledge in management courses
- Progress to Higher Qualifications can be obtain

Our Certificate will allow learner to develop Key Skills, they may need to work in management role. These qualifications can help a learner progress on to degree programme or claim exemptions from some units of the course.