



Level 4 Diploma in Travel and Tourism Management

Qualification Aim

Level 4 Diploma in Travel and Tourism qualification is designed to provide a specialist vocational programme within pertinent awarding organisational requirements and National Occupational Standards wherever possible. This qualification will provide a concrete, sector-based emphasis on practical skills development alongside the enhancement of knowledge and understanding in the travel and tourism industry. It also provides sector and national recognition by employers required for employment.

Qualification Objectives

- Providing support for learners to develop their management skills to become managers
- Enabling learners to progress to an undergraduate or further professional qualification in a travel and tourism management related area
- Enable learners to obtain employment or entering employment specifically in the business and administrative sector
- Generating opportunities for learners to acquire higher level skills in a travel and tourism context
- Qualification provides direct supervisory opportunities for students than level 3 travel and tourism qualifications

Combination Rules for the Level 4 Diploma in Travel and Tourism Management

Level 4 Diploma in Travel and Tourism Management

1. Qualification credit value must be a minimum of 60 credits (a maximum of 60 credits may be at level 3)
2. Mandatory core unit credit: 60 credits
3. Level 3 qualifications will meet local and national needs.

Level 4 Diploma in Travel and Tourism

The Level 4 Diploma in Travel and Tourism is a 60 credit Qualification.

Unit Title	Level	Credit	GLH
Mandatory Units			
Communication Skills	4	15	90
People in Organisations	4	15	90
The Travel and Tourism Sector	4	15	90
Optional Units (Learner must choose one from below to achieve 60 Credits)			
Applying Promotional Techniques	4	15	90
Customer Relationship Management	4	15	90
Finance and Funding in the Travel and Tourism Sector	5	15	90
Passenger Transport Operations	4	15	90
Resort Management	5	15	90
Special Interest Tourism	5	15	90
Sustainable Tourism Development	5	15	90
The Management of Visitor Attractions	4	15	90
Tour Operations Management	4	15	90
Tourist Destinations	4	15	90



Unit Specifications

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 summarises 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 a learner, to enable them to complete the unit. This includes lectures, tutorials and workshops and time spent by staff assessing learner's 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.

UK government approved and regulated awarding body providing a wide variety of qualifications in a diverse range of subject areas to Centres whose customers are internationally-focused aspiring professionals who wish to enhance their global career prospects. was established in 2010 as a relatively specialist awarding body, providing qualifications designed to meet identified demand for qualifications, particularly within the legal services sector.

Level 4 Qualifications

Our Level 4 Qualification in Travel and Tourism Management is the conclusion of expert input from colleges, industry professionals, Higher Education Institutes and our qualification development team.

Key features of the qualifications include:

- Mandatory units that are common to different sectors offering the opportunity for learners to move between sectors

- flexible methods of assessment allowing tutors to select the most appropriate methods for their learners

Communication Skills			
Aim of this unit is to show how internal and organisation communication work			
Unit Level	4	Credit Value	15
GLH	90	Unit Grading	PASS
Assessment Guidance Structure		Assessment can be given by assignment prior to	
Learning Outcome- Learner Will:	The	Assessment Criteria- The Learner can	
1	Understand how internal Communication take place within organisations	1.1	Explain the process of communication
		1.2	Assess the appropriate use of different communication for different purposes
		1.3	Analyse barriers to effective communication within organisations
2	Understand how organisation communicate with customers	2.1	Evaluate formal communication systems used by organisation 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 effective communication
		3.2	Assess the impact of non-verbal communication on oral communication
		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 purposes
		5.2	Document a meeting

		5.3	Use charts and graphs to convey quantitative data
		5.4	Review written communication

People in Organisations				
Aim of this unit is to Understand communication practices within organisation				
Unit Level	4	Credit Value		15
GLH	90	Unit Grading Structure		PASS
Learning Outcome - The learner will:			Assessment Criterion - The learner can:	
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 organisations	
		1.4	Evaluate how the organisational structure impacts on the communication methods used	
2	Understand the principles of effective teamwork	2.1	Assess the benefits of team working to individuals and organisations	
		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	
		3.3	Analyse the leadership styles suitable for remote working	
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 work place	
5	Be able to review the impact of workplace practices on people within organisations	5.1	Assess workplace practices that impact on people within organisations	
		5.2	Make recommendations to improve staff and managers experience of the workplace	

Applying Promotional Techniques			
Aim of this unit is to Understand the role of promotion in achieving business objectives			
Unit Level	4	Credit Value	15
GLH	90	Unit Grading Structure	PASS
Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand the role of promotion in achieving business objectives	1.1	Explain the aims of promotion in business
		1.2	Explain how the success of a promotional campaign is measured
		1.3	Explain how promotional activities are regulated
2	Understand the range of promotional methods used in business	2.1	Explain the different promotional methods used by business
		2.2	Explore current trends in choice of promotional methods
		2.3	Analyse the importance of branding in promotion
3	Be able to evaluate an existing promotional campaign for a specific product or service	3.1	Review the objectives of the campaign
		3.2	Analyse the promotional mix for the product or service
		3.3	Evaluate the choice of media in relation to the target market
		3.4	Evaluate the integration of the promotional mix with the other components of the marketing mix
4	Be able to plan a promotional campaign for a specific business or product	4.1	Propose aims and objectives for a promotional campaign
		4.2	Justify choice of target market for the promotional campaign
		4.3	Devise suitable promotional activities
		4.4	Produce a plan for implementation stating how it meets the objectives of the campaign

Passenger Transport Operations			
Aim of this unit is to understand and evaluate the influence on passenger travel decisions.			
Unit Level	4	Credit Value	15
GLH	90	Unit Grading Structure	PASS
Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand the influences on passengers' travel decisions	1.1	Analyse the factors that influence passengers' choices of transport
		1.2	Analyse how transport operators respond to passengers' choices
2	Understand key aspects of passenger transport operations	2.1	Explain the operational elements of passenger transport systems
		2.2	Evaluate the complexities of operating a transport node
3	Understand the external environment in which transport providers operate	3.1	Describe the regulatory framework in which the transport sector operates
		3.2	Evaluate the competitive strategies used to maintain and grow market share
4	Be able to review the effects of recent developments on passenger transport operations		Assess recent developments that have had an impact on passenger transport operations
		4.2	Evaluate the impact of terrorist threats on transport operations
		4.3	Evaluate the responses to recent developments by different transport operators

Sustainable Tourism development			
Aim of this unit is to understand the planning process of travel and tourism			
Unit Level	5	Credit Value	15
GLH	90	Unit Grading Structure	PASS
Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand the planning process in relation to tourism development	1.1	Assess the objectives of planning for tourism development
		1.2	Explain the roles of different stakeholders, agencies and organisations involved in the planning process
		1.3	Evaluate the different approaches to planning
		1.4	Evaluate the tools used to inform the planning process
2	Understand the need for the sustainable development of tourist destinations	2.1	Justify the concept of sustainable tourism development
		2.2	Analyse the impacts of tourism on destinations
		2.3	Explain why business decisions can create conflict with local people
3	Understand best practice in terms of sustainable development	3.1	Evaluate how negative environmental impacts can be minimised
		3.2	Evaluate how negative socio cultural impacts can be minimised
		3.3	Evaluate how positive economic impacts can be maximised
		3.4	Evaluate how ethical practices can benefit business and customers
4	Be able to review the sustainability of destinations	4.1	Present viewpoints of those involved in destination developments, including host communities
		4.2	Make recommendations to preserve the environmental and social fabric of a destination
		4.3	Justify your recommendations, using examples of best practice

Tour Operations Management			
Aim of this unit is to understand the tour operators induction works in travel and tourism sector			
Unit Level	4	Credit Value	15
GLH	90	Unit Grading Structure	PASS
Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand the tour operators industry within the travel and tourism sector	1.1	analyse the effects of current and recent trends and developments on the tour operators industry
2	Understand stages involved in creating holidays	2.1	assess the stages and timescales involved in developing holidays
		2.2	evaluate the suitability of different methods of contracting for different components of the holiday and different types of tour operator
		2.3	calculate the selling price of a holiday from given information
3	Be able to review brochures and methods of distribution used to sell holidays	3.1	evaluate the planning decisions taken for the design of a selected brochure
		3.2	assess the suitability of alternatives to a traditional brochure for different types of tour operator
		3.3	evaluate the suitability of different methods of distribution used to sell a holiday for different types of tour operator
4	Understand strategic and tactical decision making for tour operators	4.1	evaluate the strategic decisions made by different types of tour operator
		4.2	compare the tactical decisions that could be taken by a selected tour operator in different situations

Tourist Destinations			
Aim of this unit is to understand the tour operators induction works in travel and tourism sector			
Unit Level	4	Credit Value	15
GLH	90	Unit Grading Structure	PASS
Learning Outcome - The learner will:		Assessment Criterion - The learner can:	
1	Understand the scope of key UK and worldwide tourist destinations	1.1	analyse main tourist destinations and generators of the world in terms of visitor numbers and income generation
		1.2	analyse statistics to determine tourism destination trends and predict future trends
2	Understand the cultural, social and physical features of tourist destinations	2.1	analyse cultural, social and physical features of tourist destinations explaining their appeal to tourists
		2.2	compare features of developing and leading tourist destinations
3	Understand how the characteristics of destinations affect their appeal to tourists	3.1	compare the appeal of current leading tourist destinations with that of currently developing tourist destinations
		3.2	evaluate how characteristics of a tourist destination affect its appeal
4	Understand issues likely to affect the popularity of tourist destinations	4.1	analyse issues that affect the popularity of tourist destinations
		4.2	discuss the potential for responsible tourism to enhance the host community at worldwide tourist destinations