



Level 4 Extended Diploma in Travel and Tourism - 120 Credits

Unit Title	Level	Credit	GLH
Mandatory Units			
Communication Skills	4	15	60
People in Organisations	4	15	60
The Travel and Tourism Sector	4	15	60
Applying Promotional Techniques	4	15	60
Optional Units (learner must complete further 60 credits to achieve this qualification)			
Finance and Funding in the Travel and Tourism sector	5	15	60
Customer Relationship Management	4	15	60
Passenger Transport Operations	4	15	60
Resort Management	5	15	60
Special Interest Tourism	5	15	60
Sustainable Tourism Development	5	15	60
The Management of Visitor Attractions	4	15	60
Tourist Destinations	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



Applying Promotional The Travel and Techniques 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



Applying Promotional Techniques

Unit Title: Applying Promotional Techniques
Guided Learning Hours: 60
Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

To develop understanding of promotion in business and to practice evaluation of existing campaigns and development of new ones

Learning Outcomes	Assessment Criteria
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



Customer Relationship Management

Unit Title: Customer Relationship Management
Guided Learning Hours: 60
Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

To develop an understanding of the scope and importance of CRM and to explore how effective CRM is achieved.

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the importance of customer relationship management to business	1.1 Explain the key aspects of customer relationship management 1.2 Analyse the benefits of good customer relationship management 1.3 Analyse the impact of quality management systems on customer relationship management
2. Understand how good customer relationship management is achieved	2.1 Explain the processes necessary for achieving effective customer relationship 2.2 Explain the role of internal staff in achieving effective customer relations 2.3 Assess the role of external stakeholder's in achieving effective customer relations
3 Understand the use of loyalty schemes in customer relationship management	3.1 Analyse the use of loyalty schemes to gain information about customers 3.2 Explain how the information gained is used to inform marketing and customer service policy
4 Be able to plan improvements to customer relationship management	4.1 Review customer relationship management in an organisation 4.2 Propose improvements to processes for customer relationship management 4.3 Propose improvements to the role of staff in promoting good customer relationships 4.4 Produce a plan for the implementation of improvements



Passenger Transport Operations

Unit Title: Passenger Transport Operations
Guided Learning Hours: 60
Levels: 4
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand and evaluate the influence on passenger travel decisions.

Learning Outcomes The learner can:	Assessment Criteria
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	4.1 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



Resort Management

Unit Title: Resort Management
Guided Learning Hours: 60
Levels: 5
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the function, role and Impact and management issues related to travel and tourism.

Learning Outcomes	Assessment Criteria
The learner can:	
1. Understand the function and structure of resort operations	1.1 analyse the function of the resort operations of tour operators 1.2 analyse the structure of the resort offices of different types of tour operator
2. Understand the role and impact of quality systems and procedures	2.1 discuss how effective quality systems and procedures affect legal and conflict situations 2.2 analyse the impact of quality systems and procedures implemented by a specified tour operator on its operations
3. Understand the management issues relating to incidents	3.1 analyse incidents that could affect the operation of a resort 3.2 evaluate the procedures to be implemented by a tour operator to deal with different incidents 3.3 discuss how procedures to be implemented by a tour operator link with guidelines of trade associations and government bodies



Special Interest Tourism

Unit Title: Special Interest Tourism
Guided Learning Hours: 60
Levels: 5
Credits: 15
Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the nature and development of Travel and tourism

Learning Outcomes	Assessment Criteria
The learner can:	
1. Understand the nature and development of special interest tourism	1.1 discuss special interest tourism in terms of product differentiation and tourist types 1.2 assess the contribution of tourism trends, factors and shifts in holiday interests to special interest tourism development
2. Understand how special interest tourism matches customers, products and services	2.1 evaluate how providers can match products and services to different customer types
3. Understand the appeal and motivation of special interest tourism for customers	3.1 analyse the appeal to customers of special interest tourism features and benefits 3.2 evaluate how the motivations of tourists are met by special interest tourism locations and features
4. Understand management needs and issues of special interest tourism	4.1 evaluate the organisational and support logistics involved in the management of special interest tourism trips 4.2 assess how operators resolve issues that affect special interest tourism



Sustainable Tourism Development

Unit Title: Sustainable Tourism Development

Guided Learning Hours: 60

Levels: 5

Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to understand the planning process of travel and tourism

Learning Outcomes	Assessment Criteria
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



The Management of Visitor Attractions

Unit Title: The Management of Visitor Attractions

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 planning process of travel and tourism

Learning Outcomes The learner can:	Assessment Criteria
1. Understand the key features of visitor attractions	1.1 Differentiate between different types of visitor attractions 1.2 Analyse the ownership and key objectives of different types of visitor attractions 1.3 Describe the role of agencies and organisations involved in different types of visitor attractions
2. Understand the appeal of visitor attractions to different visitor types 3. Understand the impacts of visitor attractions	2.1 Analyse how the needs of different visitor types are met at visitor attractions 2.2 Apply motivational theories to analyse the appeal of different visitor attractions 3.1 Analyse the economic impacts of visitor attractions 3.2 Analyse the impacts of visitor attractions on the environment and local communities
4. Understand the management strategies used at visitor attractions	4.1 Assess Management strategies used at visitor attractions 4.2 Analyse the management strategies used at visitor attractions to enhance sustainability

Tourist Destinations

Unit Title:	Tourist Destinations
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 tour operator's induction works in travel and tourism sector

Learning Outcomes	Assessment Criteria
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