

Level 5 Diploma in Travel and Tourism

| Unit Title | Level | Credit | GLH |
|--|-------|--------|-----|
| Mandatory Units | | | |
| Travel and Tourism Organisations in A global Context | 5 | 15 | 60 |
| Managing Communication | 5 | 15 | 60 |
| People Management | 5 | 15 | 60 |
| Optional Units (learner must complete one further unit from this group to achieve this qualification) | | | |
| 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 |
| Tourist Operations Management | 4 | 15 | 60 |
| Marketing Principles and Practice | 5 | 15 | 60 |
| Finance and Funding in the Travel and Tourism Sector | 5 | 15 | 60 |



Unit Format

Each unit 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 Organisation

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 |



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 |



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 The learner can: | Assessment Criteria |
|---|--|
| 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 |



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 |



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 |



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 | Assessment Criteria |
| The learner can: | |
| 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 1.1 Analyse the economic impacts of visitor attractions 1.2 Analyse the impacts of visitor attractions on the environment and local communities |
| 2. Understand the management strategies used at visitor attractions | 2.1 Assess Management strategies used at visitor attractions 2.2 Analyse the management strategies used at visitor attractions to enhance sustainability |



Tourist Destinations

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|-------------------------------|----------------------|
| 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 |



People Management

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|-------------------------------|-------------------|
| Unit Title: | People Management |
| Guided Learning Hours: | 60 |
| Levels: | 5 |
| Credits: | 15 |
| Unit grading system: | Pass |

This unit aims to develop knowledge and understanding of how communication takes place within and between organisations, the potential pitfalls and benefits of good practice.

| Assessment Criteria | Indicative Content |
|--|---|
| The learner can: | |
| 1. Understand how structure and culture on impact on people in organisations | 1.1 Define corporate social responsibility (CSR) 1.2 Describe background and changing attitudes to CSR 1.3 Describe the regulatory framework for CSR 1.4 Explain Environmental issues in (CSR) 1.5 Explain Economic and political issues in (CSR) 1.6 Explain social and community issues. |
| 2. Understand approaches to managing on the differences between individuals that impact on their performance at work | 2.1 Assess the benefits of CSR to employees 2.2 Analyse the impact of CSR on the supply chain 2.3 Explain how a CSR policy impacts on business performance 2.4 Explain how a CSR policy impacts on marketing strategy 2.5 Assess the potential conflicts which may arise between the needs and expectations of different stakeholders. |
| 3. Understand methods for developing human resources | 3.1 Review the CSR policy of a Specific Business 3.2 Assess the extent of voluntarism in CSR policy 3.3 Recommend changes to CSR policy to benefit different stakeholders 3.4 Assess the potential impact of changes in CSR on Business Performance 3.5 Evaluate how organisations use their corporate social responsibility |
| 4. Understand methods for developing human resources | 4.1 Explain how motivation theories can be applied to developing people in organisations 4.2 Explain the different uses of coaching and mentoring in organisations 4.3 Analyse the benefits of training and development to individuals and organisations |
| 5. Be able to review how people are managed within organisations | 5.1 Review people management strategies used in an organisation 5.2 Assess the impact on people of management strategies used in organisations 5.3 Recommend strategies to promote high levels of performance |



Travel and Tourism Organisations in a Global Context

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|-------------------------------|--|
| Unit Title: | Travel and Tourism Organisations in a Global Context |
| Guided Learning Hours: | 60 |
| Level: | 5 |
| Credits: | 15 |
| Unit grading system: | Pass |

Unit purpose and aim(s):

This unit aims to develop learners understanding of the issues organisations face operating within a global context.

| Learning Outcome | Assessment Criteria |
|--|--|
| The learner can: | |
| 1. Understand the context within which global travel and tourism organisations operate | 1.1 Analyse key differences between travel and tourism organisations 1.2 Assess the responsibilities of travel and tourism organisations operating globally 1.3 Evaluate strategies employed by travel and tourism organisations to maintain or develop global operations |
| 2. Understand the impact of external factors on the travel and tourism sector | 2.1 Analyse how the performance of a national economy impacts on the activities of the travel and tourism sector 2.2 Explain the measures taken by governments to influence the activities of the travel and tourism sector 2.3 Evaluate the effect of national and global events on the travel and tourism sector |
| 3. Understand the impact of global factors on travel and tourism organisations | 3.1 Explain the implications of global integration on tourism organisations 3.2 Assess the effect of international tourism on domestic tourism 3.3 Review the impact of the global economy on travel and tourism organisations 3.4 Assess how new technologies have facilitated globalisation of travel and tourism organisations |
| 4. Be able to review current issues impacting on a named travel and tourism organisation that operates globally | 4.1 Carry out a review of the global environment in which a chosen organisation in the travel and tourism sector operates to identify current issues 4.2 Propose strategies to address issues affecting the chosen travel and tourism organisation's business activities |



Managing Communication

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|-------------------------------|------------------------|
| Unit Title | Managing Communication |
| Guided Learning Hours: | 60 |
| Levels: | 5 |
| Credits: | 15 |
| Unit grading system: | Pass |

Unit purpose and aim(s):

This unit aims to develop knowledge and understanding of how communication takes place within and between organisations, the potential pitfalls and benefits of good practice.

| Learning Outcomes | Assessment Criteria |
|---|---|
| The learner will: | |
| 6. Understand how information and knowledge is communicated within an organisation | 1.5 Analyse key information and knowledge requirements for a range of stakeholders within different organisations 1.6 Explain the systems used for communicating key information and knowledge to stakeholders 1.7 Analyse potential barriers to effective workplace communication |
| 7. Understand factors that impact on workplace communication | 7.1 Evaluate how communication is influenced by values and cultural factors 7.2 Explain how technology can be used to benefit as well as hinder the communication process 7.3 Explain how policies and procedures can impact on the communication processes |
| 8. Be able to promote effective interpersonal communication | 3.4 Evaluate the effectiveness of own communication skills 3.5 Apply theories of interpersonal communication to oneself 3.6 Request feedback from others on own interpersonal communication skills |
| 9. Be able to review communication within an organisation | 9.1 Carry out a communications audit 9.2 Apply theories of organisational communication 9.3 Create a plan to improve workplace communications 9.4 Identify measures to evaluate the success of the plan to improve workplace communications |



Tourist Operations Management

Unit Title Tourist Operations Management
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 operators induction works in travel and tourism sector

| Learning Outcomes The learner will: | Assessment Criteria |
|---|---|
| 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 |



Marketing Principles and Techniques

Unit Title: Marketing Principles and Techniques

Guided Learning Hours: 90

Levels: 3

Number of Credits: 15

Unit grading system: Pass

To develop knowledge and understanding of marketing principles and techniques.

| Learning Outcomes The learner can: | Assessment Criteria |
|---|--|
| 1. Understand the principles of marketing | 1.1 Describe the diverse activities carried out in marketing departments in businesses 1.2 Explain market segmentation as a tool to identify customer 1.3 Explain the marketing mix |
| 2. Understand market research and market analysis methods | 2.1 Explain the aims of research and market 2.2 Describe market research methods 2.3 Outline market analysis tools and techniques |
| 3. Be able to apply market analysis techniques | 3.1 Use market analysis techniques to research the target market for a selected product or service 3.2 Interpret finding of market research and market analysis 3.3 Present finding to the marketing team |
| 4. Understand how e – marketing is used | 4.1 Describe the methods used to e-market products and services 4.2 Explain how companies manage their online image |



Finance and Funding in the travel and tourism Sector

Unit Title: Finance and Funding in the travel and tourism Sector

Guided Learning Hours: 60

Levels: 5

Number of Credits: 15

Unit grading system: Pass

Unit purpose and aim(s):

Aim of this unit is to interpret financial accounts to assist decision

| Learning Outcomes The learner can: | Assessment Criteria |
|---|---|
| 1. Understand the importance of costs, volume and profit for management decision-making in travel and tourism | 1.1 explain the importance of costs and volume in financial management of travel and tourism businesses 1.2 analyse pricing methods used in the travel and tourism sector 1.3 analyse factors influencing profit for travel and tourism businesses |
| 2. Understand the use of management accounting information as a decision-making tool in travel and tourism businesses | 2.1 explain different types of management accounting information that could be used in travel and tourism businesses 2.2 assess the use of management accounting information as a decision-making tool |
| 3. Be able to interpret financial accounts to assist decision-making in travel and tourism businesses | 3.1 interpret travel and tourism financial accounts |
| 4. Understand sources and distribution of funding for public and non-public tourism development | 4.1 analyse sources and distribution of funding for the development of capital projects associated with tourism |