



**LEVEL 3 FOUNDATION
DIPLOMA IN
TOURISM AND HOSPITALITY
(OFQUAL - 600/7003/1)**

**QUALIFICATION
SPECIFICATION**

MARCH 2017

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INTRODUCTION

The purpose of this document is to explain the aims, structure, and content of the Level 3 Foundation Diploma in Tourism and Hospitality.

This document includes the learning outcomes, assessment criteria and indicative content for each unit.

Aims of the qualification

The aims are to provide a qualification that:

- Provides students with an understanding the Tourism and Hospitality industry and of the key functions within the sector.
- provides for an effective academic progression route;
- enables students to gain credit towards higher education;
- enables students to develop higher level academic skills that can be applied in a vocational context.

Entry requirements

The entry requirements below are intended for guidance only as applicants may apply with a wide variety of backgrounds and qualifications.

CTH accredited centres will assess all applicants to ensure they are able to meet the demands of the course.

Applicant profile	Recommended entry requirements
All applicants must be at least 16 years of age and hold at least IELTS 5.0 or other evidence of competence in English at this level.	
All students	<ul style="list-style-type: none"> • CTH or other regulated vocational qualification at a level appropriate for the level of the qualification applied for (i.e. Level 2). • Completed full time secondary or high school education up to age 16, and it is expected that most will have achieved a recognised qualification at Level 2 in some subjects (UK GCSE level or overseas equivalent).

Qualification structure (rules of combination)

This vocational qualification is approved by Ofqual and is included on the Register of Regulated Qualifications.

The qualification is at Level 3 and designed to be 120 credits. The qualification conforms to the relevant level descriptors as developed by Ofqual. One credit represents ten hours of study at any specified level, therefore, this Diploma normally requires programmes of study that have been designed to include a minimum of 600 learning hours. This figure includes but is not limited to formal classes, self-study, revision and assessment. However, students completing this qualification should also be able to demonstrate their ability as independent students.

The credit values and unit structures for the qualification are set out in the following table.

The qualification structure is below, please note all units are mandatory.

Level 3 Diploma in Tourism and Hospitality – 600/7003/1						
Students must achieve all 4 mandatory units, providing 120 credits, all at level 3						
Min credit (Mandatory units): 120				Max credit (Mandatory units): 120		
Min GLH for qualification: 600				Max GLH for qualification: 600		
Unit Code	Unit title	L	CV	GLH	Ofqual no.	Assessment method
EHRTH	Essentials of Human Resources and Business Computing in Tourism and Hospitality	3	30	150	H/504/4382	Closed book written examination
EMCRTH	Essentials of Marketing and Customer Relationships in Tourism and Hospitality	3	30	150	K/504/4383	Closed book written examination
THI	Tourism and Hospitality Industry	3	30	150	M/504/4384	Assignment
ETHO	Essentials of Tourism and Hospitality Operations	3	30	150	T/504/4385	Assignment or work-based assessment
Total			120	600		

This qualification provides for progression to other qualifications, particularly to CTH's qualifications at Level 4. Further details of articulation agreements with universities can be obtained via the CTH website at: <http://www.cthawards.com>

ASSESSMENT

Given the broad and highly varied nature of the tourism and hospitality business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a heterogeneous vocational context where investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including assignment, essay examination or work assessment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist assessors in allocating marks.

For students who wish to progress to a university degree course, CTH recommends that where a unit offers a choice of assessment method, students should carry out assignments rather than practical assessments.

See Appendix A for specimen assessment materials.

Grading criteria

Individual units can be graded either as fail, pass, merit or distinction. However, the qualification is not subject to grading. The qualification is either achieved or not achieved.

In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement. Note that the Diploma does not allocate a grade.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark sheets to assess all students' work.

GRADING CRITERIA

Level 3	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> • do not meet the requirements of the assessment criteria and learning outcomes of the unit 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate a level of understanding of key issues in the area of study • interpret and evaluate correctly key concepts and models • apply a range of theories relevant to the area of study • use a range of research and investigative techniques • produce work that is well presented, clear and well structured, with sources clearly referenced 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study • provide a good level of interpretation and evaluation of concepts and models • show some evidence of original thinking • apply a range of theories in different contexts • use a range of research and investigative techniques to solve problems • make well argued conclusions or recommendations • present work that is neat, clear, well-structured and coherent, with sources clearly referenced

UNITS OF ASSESSMENT

Title	Essentials of Human Resources and Business Computing in Tourism and Hospitality	
Unit purpose and aim(s)	This unit aims to introduce students to the essentials of human resources in tourism and hospitality. Students will understand the organisation of staff in tourism and hospitality, the principles of leadership, motivation and equal opportunities and the use of IT in tourism and hospitality	
Ofqual ref	H/504/4382	
Unit Code	EHRTH	
Level	3	
Credit value	30	
GLH	150	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand the organisation of staff in tourism and hospitality	1.1 Describe the typical staffing structure of a hospitality or tourism organisation 1.2 Distinguish the different roles and responsibilities of a supervisor from a manager 1.3 Explain how to plan a staff rota	<ul style="list-style-type: none"> • Management structures (hierarchical, matrix etc) • Responsibilities of managers, supervisors and workers • Scheduling and rota planning
2 Understand the legal implications of staff management in tourism and hospitality	2.1 Describe the purpose and features of a contract of employment 2.2 Outline the financial and legal implications of different types of employment contract 2.3 Describe the costs of employing staff	<ul style="list-style-type: none"> • Purpose and typical contents of a contract of employment, employer/employee expectations, requirements and entitlements • Financial implications of employing different types of staff • Sick pay and holiday pay entitlements • Overheads of employing staff
3 Understand the principles of leadership and motivation in tourism and hospitality	3.1 Describe the link between motivation and productivity 3.2 Outline the characteristics of an effective leader 3.3 Explain what makes for an effective team	<ul style="list-style-type: none"> • Motivation theory (Maslow, Herzberg etc.) • Qualities and responsibilities of leaders (trait theory, situational leadership) • Belbin's team roles • Team building
4 Understand the principles of equal opportunities in tourism and hospitality	4.1 Describe the principles of equal opportunities in the workplace 4.2 Describe the purpose of an industry code of ethics	<ul style="list-style-type: none"> • Equal opportunities and diversity (age, race, gender, disability) • Professional values, ethics and industry codes of practice
5 Understand the use	5.1 Explain how IT is used in the	<ul style="list-style-type: none"> • Use of IT for different

5 Understand the use	5.1 Explain how IT is used in the	<ul style="list-style-type: none"> • Use of IT for different
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<p>of IT in tourism and hospitality</p>	<p>tourism and hospitality industry</p> <p>5.2 Create standard business letters using Word</p> <p>5.3 Explain the use of a spreadsheet to record and reconcile daily income and outgoings</p> <p>5.4 Explain the use of IT in the industry using PowerPoint</p> <p>5.5 Explain the uses of Access databases in the industry</p> <p>5.6 Explain the uses and limitations of email in the industry</p> <p>5.7 Describe how the internet can be used for business research purposes</p>	<p>applications within the industry</p> <ul style="list-style-type: none"> • Proprietary software packages • Use of Word, Excel, PowerPoint, Access and email • Research using the internet, Search Engine Optimisation (SEO) • Websites as a means of communication • Online booking platforms • Industry-specific market places (eg Expedia)
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Title	Essentials of Marketing and Customer Relationships in Tourism and Hospitality	
Unit purpose and aim(s)	This unit aims to introduce students to marketing, sales and customer relationships in the tourism and hospitality industry. Students will understand how a hospitality or tourism business is affected by external factors in which it operates. They will understand the key concepts of marketing and sales techniques. Students will gain an understanding of the importance of customer care. Students will develop skills to enable them to deliver effective customer service and to identify areas for improvements.	
Ofqual ref	K/504/4383	
Unit Code	EMCRTH	
Level	3	
Credit value	30	
GLH	150	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand marketing theories in the tourism and hospitality industry	1.1 Describe the factors that affect the tourism and hospitality market 1.2 Describe the purpose and features of a competitor analysis 1.3 Describe the concept of the marketing mix and the use of market segmentation to define marketing objectives 1.4 Explain the different methods of collecting market research data and their uses. 1.5 Explain the use of branding and positioning as strategic tools 1.6 Describe the link between marketing strategies, marketing plans, business plans and corporate strategies.	<ul style="list-style-type: none"> • SWOT, PESTLE • Unique Selling Propositions (USPs) • Supply and demand • Competitor analysis • Marketing mix • Market segmentation and objectives • Positioning • Branding • Market research data collection and the difference between primary and secondary market research • Evaluation and use of market research data • Marketing strategies, and plans communication strategies and plans and overall corporate strategies and plans
2 Understand the principles of selling in the tourism and hospitality industry	2.1 Describe the relationship between sales and marketing 2.2 Describe the stages of the sales cycle and their impact on sales 2.3 Explain how to identify buyers and their buying motivations 2.4 Distinguish between features and benefits of a product or service	<ul style="list-style-type: none"> • Legal and ethical requirements • Promotions and pricing • Sales cycle, product lifecycles • Buyer identification and behaviour • Identifying, generating and qualifying sales leads • Techniques for selling face to face (preparation, history of the relationship, objection handling, buying signals, closing the sale,

	2.5 Describe the use of sales targets and the stages and techniques for selling	<p>record keeping etc)</p> <ul style="list-style-type: none"> • Cold calling techniques • Cross-selling and up-selling techniques
3 Understand the concept of customer care in the tourism and hospitality industry	<p>3.1 Define the scope of customer care including the wants and needs of internal and external customers</p> <p>3.2 Explain the use of customer segmentation in meeting customers' needs</p> <p>3.3 Describe the features and rationale of a customer care programme</p> <p>3.4 Explain the collection and use of customer information in the evaluation of customer service and continuous improvement</p> <p>3.5 Explain the principles of managing customer complaints</p>	<ul style="list-style-type: none"> • Customer care expectations • Customer care standards and programmes and the use of CRM to support them • Communication skills • Wants and needs • Customer segmentation • After sales services • Feedback questionnaires, response mechanisms and incentives • Continuous improvement processes and quality • Managing customer complaints
4 Understand customer relationships in the tourism and hospitality industry	<p>4.1 Explain the impact of good and poor customer service and behaviour on a customer's perceptions</p> <p>4.2 Explain the use of effective communication channels to support customer relationships</p> <p>4.3 Explain how "moments of truth" can reveal service failures</p> <p>4.4 Describe the concept of Customer Relationship Management (CRM) and how this is supported by IT systems</p>	<ul style="list-style-type: none"> • Customer perceptions • Professionalism, courtesy, personal presentation, body language, response times • Suitability of different communication methods • Customer loyalty & loyalty schemes • Values and social responsibility • Customer journey • Moments of truth • Customer Relationship Management (CRM)

Title	Tourism and Hospitality Industry	
Unit purpose and aim(s)	This unit aims to introduce students to the tourism and hospitality industry. Students will understand the types and characteristics of different hotel and food service providers. Students will also understand the roles and functions of different delivery channels operating within the industry and will be able to gain an insight into how the industry has developed and is likely to develop in future.	
Ofqual ref	M/504/4384	
Unit Code	THI	
Level	3	
Credit value	30	
GLH	150	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand the hospitality industry	1.1 Outline the history, the size, scope, growth and economic importance of the hospitality industry 1.2 Identify the different types of food and beverage businesses 1.3 Explain the hotel grading and classification systems 1.4 Assess the internal and external factors that may have an impact on the success of a hospitality business 1.5 Identify the influences on the success of the hospitality industry	<ul style="list-style-type: none"> • Scope and definition of the hospitality industry (types of accommodation, types of restaurants, cafes, bars, clubs, institutions etc) • History of the industry • Composition and significance of the industry • Hotel grading and classification system • Gambling, sport, visitor attractions • Factors affecting the industry and competitive forces
2 Understand the tourism industry	2.1 Outline the history, the size, scope, growth and economic importance of the tourism industry 2.2 Define tourism indicators and patterns of demand 2.3 Explain the growth of emerging forms of tourism 2.4 Explain the importance of transport, accommodation, attractions and events to tourism 2.5 Identify the influences on the success of the tourism industry	<ul style="list-style-type: none"> • Domestic, inbound and outbound tourism • History of the industry • Composition and significance of the industry • Indicators and patterns of tourism demand • Destinations, holidays, heritage/culture, special interest • Eco tourism, adventure, cruises, older tourists • Transport (importance of, types, connections, accessibility issues) • Accommodation • Attractions and events • Sustainable tourism, economics and political factors

<p>3 Understand the role of tour-related functions</p>	<p>3.1 Define the terms “tourist” and “tourism”</p> <p>3.2 Describe the purpose and responsibilities of a tour operator, taking into account specialist markets</p> <p>3.3 Describe the purpose and responsibilities of a travel agent</p> <p>3.4 Describe the purpose and responsibilities of a tour guide</p>	<ul style="list-style-type: none">• Scope and definition of “tourist” and the tourism industry• Tour operator• Travel agent and partners• Tour guide
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Title	Essentials of Tourism and Hospitality Operations	
Unit purpose and aim(s)	This unit aims to introduce students to a range of functions within the tourism and hospitality industry ie front office, housekeeping, food and beverage operations, destination analysis and tour guiding operations.	
Ofqual ref	T/504/4385	
Unit Code	ETHO	
Level	3	
Credit value	30	
GLH	150	
Learning outcomes	Assessment criteria	Indicative content
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:	
1 Understand front office operations within a hospitality or tourism business	1.1 Define the role and responsibilities of front office operations (reception, advance reservations, cashiering, guest relations, switchboard, concierge, portering) 1.2 Describe the links between front office staff and other departments 1.3 Describe the concept of the “guest cycle” and customers’ varying needs 1.4 Describe the use of manual and electronic systems to support reservation, reception and cashiering functions 1.5 Describe banking procedures including the different pre-payment methods for making reservations 1.6 Explain check-in and check-out procedures and settling bills	<ul style="list-style-type: none"> • Property management, security, data protection, manual and electronic keys, safety deposit boxes, room safes • Reservation and booking procedures • Dealing with unexpected arrivals, VIPs and guests with special requirements • Express check-out, recording deposits and pre-payments, processing visitors’ paid out (VPOs), disbursements • Posting charges, preparing guests’ bills, payment procedures, accepting different methods of payment, petty cash, foreign currency, credit worthiness, credit control • Documentation, bank reconciliation, administering floats, night audits, ledger accounts
2 Understand housekeeping operations within a hospitality or tourism business	2.1 Define the organisational structure and roles of a housekeeping and accommodation department 2.2 Describe the standards of furnishing in a hospitality or tourism business 2.3 Describe the standards of cleanliness in a hospitality or tourism business 2.4 Describe the procedures for the inspection, control and storage of clean and dirty linen 2.5 Describe the procedures for fire safety, security standards and the maintenance of a hospitality or	<ul style="list-style-type: none"> • Structure and roles • Standards of furnishing and cleanliness • Laundry and linen care • Maintenance procedures and standards • Fire safety (including precautions, controls and emergency evacuations) • Recycling, waste disposal, energy management

	<p>tourism business</p> <p>2.6 Describe how a hospitality or tourism business could develop environmentally-friendly policies</p>	
<p>3 Understand food and beverage operations within a hospitality or tourism business</p>	<p>3.1 Describe different types of food operations and their requirements</p> <p>3.2 Describe different types of food production systems and their requirements</p> <p>3.3 Define different methods of cookery and their requirements</p> <p>3.4 Explain the legal requirements of food hygiene, health, safety and personal presentation when working with food or beverages</p> <p>3.5 Describe the requirements of food and beverage storage</p> <p>3.6 Define different methods of food and beverage service and their requirements</p>	<ul style="list-style-type: none"> • Restaurant concepts and types of outlet • Traditional, centralised, cook-chill, cook-freeze, sous vide) • Legal requirements of working with food and beverages including food hygiene, health and safety • Storage • Beverage preparation and service (alcoholic and non-alcoholic)
<p>4 Understand destination analysis within the hospitality or tourism industry</p>	<p>4.1 Describe the features of different types of destination and the factors that affect a tourist's choice of a destination</p> <p>4.2 Describe the social, cultural and political features that may affect a destination</p> <p>4.3 Describe the information needed to audit a destination</p> <p>4.4 Explain the use and significance of the Tourism Area Life Cycle (TALC)</p>	<ul style="list-style-type: none"> • Types of resort and evolving concepts of destinations • Tourist types (business, leisure) • Reasons for travel (heritage, culture, scenery, weather, facilities • Primary and secondary features • Established and developing destinations, special events • National, regional and local government's role in planning, financial incentives and schemes, resort standards infrastructure
<p>5 Understand travel agency and tour guiding operations</p>	<p>5.1 Describe the role of a travel agent and tourism-related stakeholders</p> <p>5.2 Describe the range of travel agency products and services</p> <p>5.3 Describe the legal considerations associated with travel agencies</p> <p>5.4 Identify transport issues associated with tourist travel</p> <p>5.5 Identify the features of a successful tour</p> <p>5.6 Describe the role of travel geography and the tourist appeal of different geographical and geological features</p>	<ul style="list-style-type: none"> • Travel agents: chain of distribution, types of agency, role of intermediaries, vertical and horizontal integration • ABTA, IATA, ATOL, UNWTO, CAA, BAA, "Visit Britain" membership, laws on advertising, data management, confidentiality • Tour characteristics: planning, customer service, welcome, quality, value for money • Travel geography: location of countries and continents; climatic zones; boundaries of EU/EFTA • Geographical features (eg mountains, deserts, jungle, lakes, coast) • Tourist destinations: heritage, cultural and historical cities and sites and attractions

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. Mock examination
2. Sample assignment

**Essentials of Marketing and Customer Relationships
in Tourism and Hospitality
(K/504/4383)**

Assessment methodology
Closed book written examination



EMCRTH

Essentials of Marketing and Customer Relationships in Tourism and Hospitality

Mock Examination

Instructions

- **Three hours** are allowed for this paper which carries a total of **100 marks**
- Read these instructions carefully before answering any questions
- Do not begin writing until instructed to by the invigilator
- Make sure that your **name, date of birth, CTH membership number** and **centre name** are clearly marked on each page of the answer sheet and any other material you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- You must attempt all questions to gain a pass. The number of marks allocated to each question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough notes in the answer booklet; these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each part of the question.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

Please note: all questions are compulsory Please ensure that when you answer the questions that you do answer every sub section of every question.

Question 1	<p>1.1 Describe three factors that affect the tourism and hospitality market.</p> <p>1.2 Explain how a competitor analysis can be used</p> <p>1.3 Describe the difference between the marketing mix and market segmentation.</p> <p>1.4 Discuss two different methods of collecting market research data for a hospitality organisation.</p> <p>1.5 Explain how branding can be used as a strategic marketing tool.</p> <p>1.6 Explain the difference between a marketing plan and a business plan.</p>	25 marks
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Question 2	<p>For an international tourism or hospitality business of your choice:</p> <p>a) Describe the relationship between the sales and marketing functions.</p> <p>b) Discuss how the stages of the sales cycle impact on sales</p> <p>c) Describe how the organisation identifies buyers and their buying motivations.</p> <p>d) Distinguish between the features and benefits of one service offered by the organisation.</p> <p>e) Explain how a sales target is used within a department of your chosen organisation.</p>	25 marks
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Question 3	<p>3.1 Explain the difference between the needs of internal and external customers in a hotel or travel agency.</p> <p>3.2 Explain how customer segmentation is used to meet customer' needs.</p> <p>3.3 Discuss the features of a customer care programme for handling customer complaints in a travel agency or the rooms division department of a hotel.</p> <p>3.4 Explain two ways customer information can be collected and used to evaluate customer service.</p>	25 marks
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Question 4	<p>For a tourism or hospitality business of your choice:</p> <p>a) Explain how good and poor customer service and behaviour can impact on a customer's perceptions of the business.</p> <p>b) Discuss two communication channels that can be used to support customer relationships.</p> <p>c) Give two examples of 'moments of truth' and how they can reveal service failures.</p> <p>d) Describe the concept of Customer Relationship Management (CRM) and explain how it is supported by IT systems.</p> <p>Give examples to support your answer.</p>	25 marks
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**Tourism and Hospitality Industry
(M/504/4384)**

Assessment methodology
Assignment

Tourism and Hospitality Industry (THI)

Assignment Instructions

Unit title	Tourism and hospitality industry
Ofqual number	M/504/4384
Credit value	30
Level	3

This unit must be assessed by assignment.

Assignment instructions

Students must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must:

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the report.

One electronic and one paper copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration.

Assignment Task – Tourism and Hospitality Industry

Students are required to prepare a 3,000 word report discussing the tourism and hospitality industry.

Outline

Students are required to conduct relevant and adequate primary and secondary research. The student should therefore be able to visit organisations.

The following areas should be evaluated in detail supported by examples quoted from the selected organisations:

Analysis of the hospitality industry

- the history, characteristics and importance of the hospitality industry
- the features of businesses within the industry
- characteristics of the hotel grading system
- the internal and external features that affect the success of a hospitality business

Analysis of the tourism industry

- the history, characteristics and importance of the tourism industry
- patterns of demand and tourism indicators
- the drivers behind the growth of emerging forms of tourism
- the importance of transport, accommodation, attractions and events
- definitions of 'tourist' and 'tourism'
- purpose and responsibilities of tour operators, travel agents and tour guides

Students should demonstrate the application of theory and knowledge to their chosen organisations and ensure they have addressed the assessment criteria outlined in the following tables.

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be used. The secondary research undertaken should be appended to this assignment.

Assignment task

Task instructions		
Task 1 – The hospitality industry - 40%		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	LO/AC ref	Marks
1 Describe the history, characteristics and importance of the hospitality industry, different types of businesses within it, the hotel grading system, the factors that affect the industry and its success	LO1, 1.1, 1.2, 1.3, 1.4, 1.5	40
The word count is 1,200 words		

Task instructions		
Task 2 – The tourism industry - 60%		
Students must show that they meet the Learning Outcomes (LOs) and Assessment Criteria (AC) of the unit of assessment. Therefore, consideration will be given to whether students achieved the following:		
Assessment criteria	LO/AC ref	Marks
1 Describe the history, characteristics and importance of the tourism industry, tourism indicators and patterns of demand, emerging forms of tourism and the importance of transport, accommodation, attractions and events	LO2, 2.1, 2.2, 2.3, 2.4, 2.5	60
2 Define the terms ‘tourist’ and ‘tourism’, the purpose and responsibilities of travel agents and tour operators (including those working in specialist markets) and the responsibilities of a tour guide	LO3, 3.1, 3.2, 3.3, 3.4	
The word count is 1,800 words		

The assignment may be presented as two reports or as a single report of 3,000 words

APPENDIX B – RECOMMENDED READING

Essentials of human resources and business computing in tourism and hospitality

Handbook of Hospitality Operations and IT. Jones, P. 2008. Oxford: Butterworth-Heinemann.
[Read it for free on our eLibrary](#)

Handbook of Hospitality Human Resources Management. Tesone, D. 2008. Oxford: Butterworth-Heinemann.

Essentials of marketing and customer relationships in tourism and hospitality

Customer Service in Tourism and Hospitality. Hudson, S. and Hudson, L. 2012. Oxford: Goodfellow. [Read it for free on our eLibrary](#)

Marketing Communications in Tourism and Hospitality. McCabe, S. 2009. Oxford: Butterworth-Heinemann.

Tourism and hospitality industry

Worldwide Destinations Casebook: The Geography of Travel and Tourism. Boniface, B. and Cooper, C. 2009. Oxford: Butterworth-Heinemann.

Tourism Management: An introduction. Page, S. 2011. Oxford: Butterworth-Heinemann.
[Read it for free on our eLibrary](#)

Essentials of tourism and hospitality operations

Introduction to Management in the Hospitality Industry. Barrows, C. and Powers, T. 2009. Chichester: Wiley. [Read it for free on our eLibrary](#)

Operations Management in the Travel Industry. Robinson, P. (ed.) 2009. Wallingford: CABI.

For all modules students should be encouraged to read case studies published in the journal [Worldwide Hospitality and Tourism Themes](#) published by Emerald.