



INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)



Programme	Level 4 Extended Diploma in Tourism & Hospitality	
Unit Number/ Unit Title	Unit 1 Academic Writing and Research Skills	
Cohort Code:	L04AWR-U1	
Unit Level	4	
Total Credits/Hours	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72	
Credits	12 CATS/ 6 ECTS	
Lecturer		
Start Date		End Date

Unit Aims	This unit aims to develop learners' competencies in academic writing, critical thinking, and applied research skills essential for success in higher education and professional environments. Students will learn how to structure academic papers, evaluate sources, apply proper referencing, and formulate research questions. The unit also introduces research methodologies and ethical considerations in tourism and hospitality contexts.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <ul style="list-style-type: none"> • Bailey, S. (2018). Academic Writing: A Handbook for International Students (5th ed.). Routledge. • Greetham, B. (2018). How to Write Better Essays (4th ed.). Macmillan Education. • O'Leary, Z. (2021). The Essential Guide to Doing Your Research Project (4th ed.). Sage. • Walliman, N. (2017). Your Undergraduate Dissertation: The Essential Guide for Success (2nd ed.). Sage. • Cottrell, S. (2019). The Study Skills Handbook (5th ed.). Red Globe Press.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Demonstrate understanding of academic writing conventions and structures.	Practical Writing Task: 1.1 Construct well-structured essays and reports with appropriate academic style and tone. 1.2 Use appropriate paragraphing, transitions, and academic vocabulary .
LO2. Apply correct referencing and citation practice.	Portfolio Submission: 2.1 Reference sources using a recognised academic style (e.g., Harvard). 2.2 Identify and avoid plagiarism.
LO3. Analyse and evaluate academic sources critically.	Annotated Bibliography: 3.1 Distinguish between credible and non-credible sources. 3.2 Annotate, summarise, and synthesise academic texts.
LO4. Develop a clear and focused research question.	Research Proposal: 4.1 Formulate a relevant research problem or hypothesis. 4.2 Justify the selection of a specific topic within tourism or hospitality.
LO5. Explain fundamental research methodologies and ethical considerations.	Written Report: 5.1 Differentiate between qualitative and quantitative methods. 5.2 Identify key ethical concerns in tourism and hospitality research.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/ signature
1	Introduction to Academic Writing: Purpose, Audience, and Tone	Explain the key features, purpose, and audience expectations of academic writing; recognise the differences between academic and non-academic writing styles.	LO1	
2	Understanding Different Types of Academic Texts	Recognize and differentiate between various academic genres (essays, reports, reviews), understanding their structures and purposes.	LO1	
3	Structure and Organization of Academic Papers	Apply appropriate structural components such as introductions, body paragraphs, and conclusions within academic writing.	LO1	
4	Writing Clear Introductions and Thesis Statements	Develop strong thesis statements and coherent introductions that establish the purpose and direction of academic texts.	LO1	
5	Developing Coherent Paragraphs and Logical Flow	Organize ideas into unified paragraphs with clear topic sentences and effective transitions to maintain logical flow.	LO1	

6	Writing Effective Conclusions	Construct academic conclusions that summarize key arguments and reinforce the central thesis.	LO1	
7	Grammar, Style, and Formal Academic Language	Use formal academic language, correct grammar, and precise vocabulary suitable for academic audiences.	LO1	
8	Understanding Plagiarism and Academic Integrity	Explain the importance of academic integrity, the risks of plagiarism, and how proper citation prevents misconduct.	LO2	
9	Referencing Styles: Introduction to Harvard and APA	Identify major referencing styles and their components, understanding how to format references and citations.	LO2	
10	In-text Citations and Reference Lists	Apply accurate in-text citation techniques and compile complete and properly formatted reference lists.	LO2	
11	Paraphrasing, Summarizing, and Quoting	Integrate information from sources effectively through paraphrasing, summarizing, and direct quoting, with appropriate referencing.	LO2	
12	Using Citation Management Tools (Zotero, Mendeley)	Utilize digital tools to organize sources and generate citations automatically to support academic writing efficiency.	LO2	
13	Identifying Reliable Academic Sources	Recognize the characteristics of credible academic sources and distinguish them from non-academic or biased materials.	LO3	

14	Evaluating Credibility and Relevance of Research Articles	Assess sources critically by examining authorship, publication context, and the relevance to specific research questions.	LO3	
15	Understanding Peer-Reviewed Journals and Scholarly Publishing	Understand how the peer-review process works and its role in maintaining academic standards.	LO3	
16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Critical Reading Strategies and Note-Taking	Apply active reading and annotation techniques to extract, compare, and synthesize information from academic texts.	LO3	
18	Analysing Arguments and Identifying Bias	Evaluate arguments for logic, coherence, evidence, and potential biases in scholarly literature.	LO3	
19	Synthesizing Multiple Sources in Writing	Combine information from various sources into a coherent narrative or argument in academic writing.	LO3	
20	Introduction to Research in Tourism and Hospitality	Understand the purpose and application of research within tourism and hospitality, and identify basic research terminology.	LO4, LO5	
21	Formulating Research Topics and Questions	Develop focused, researchable questions that align with academic or industry problems in tourism and hospitality.	LO4	
22	Conducting a Literature Review	Identify gaps in existing research and structure a literature review that supports the development of a research question.	LO3, LO4	

23	Developing Research Objectives and Hypotheses	Translate research questions into measurable objectives and hypotheses to guide the research process.	LO4	
24	Overview of Quantitative and Qualitative Methodologies	Describe and compare foundational research methods, including their strengths, weaknesses, and application contexts.	LO5	
25	Designing Surveys and Questionnaires	Create survey tools aligned with research objectives, considering question types and data reliability.	LO5	
26	Interview Techniques and Focus Group Discussions	Explore and practice qualitative data collection methods suitable for tourism and hospitality contexts.	LO5	
27	Sampling Methods and Data Collection	Explain sampling techniques and select appropriate methods for gathering data from relevant populations.	LO5	
28	Writing a Research Proposal	Integrate academic writing with research planning to develop a clear and feasible research proposal.	LO1, LO4, LO5	
29	Reviewing and Editing Academic Work	Apply self-review strategies to enhance clarity, accuracy, and citation compliance in academic writing.	LO1, LO2	
30	Final Exam Preparation & Review	Demonstrate integrated knowledge of academic writing, referencing, source evaluation, research design, and ethical practices through a capstone project.	LO1-LO5	
31	Final Exam			