



**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 4 Extended Diploma in Tourism &amp; Hospitality</b>	
<b>Unit Number/ Unit Title</b>	<b>Unit 2 Introduction to Tourism and Hospitality Industry</b>	
<b>Cohort Code:</b>	L04THI-U2	
<b>Unit Level</b>	Level 4	
<b>Total Credits/Hours</b>	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
<b>Credits</b>	20 CATS/ 10 ECTS	
<b>Lecturer</b>		
<b>Start Date</b>	<b>End Date</b>	
<b>Unit Aims</b>	This module aims to provide learners with a foundational understanding of the global tourism and hospitality industry. It introduces key concepts, structures, stakeholders, and the economic and social significance of the sector. Learners will explore the interconnectivity of tourism and hospitality, historical development, and the evolving trends shaping its future.	
<b>Differentiation Strategies</b> <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"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li></ol>	

	7. Flexible-pace learning
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<p style="text-align: center;"><b>Teaching and Learning Materials</b></p> <ul style="list-style-type: none"> <li>• Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., &amp; Wanhill, S. (2020). <i>Tourism: Principles and Practice</i> (6th ed.). Pearson.</li> <li>• Holloway, J. C., Humphreys, C., &amp; Davidson, R. (2016). <i>The Business of Tourism</i> (10th ed.). Pearson.</li> <li>• Walker, J. R. (2017). <i>Introduction to Hospitality</i> (7th ed.). Pearson.</li> <li>• Page, S. J. (2019). <i>Tourism Management</i> (6th ed.). Routledge.</li> <li>• UNWTO (2022). <i>Tourism Highlights and Trends</i>. [Available online at UNWTO website].</li> </ul>

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
<b>LO1. Understand the structure and scope of the global tourism and hospitality industry.</b>	1.1 Describe the key components and stakeholders in the tourism and hospitality sectors.  1.2 Explain the interrelationship between tourism and hospitality industries
<b>LO2. Examine the economic, social, and environmental impact of tourism.</b>	2.1 Analyse the contribution of tourism to local and global economies.  2.2 Discuss the socio-cultural and environmental implications of tourism growth.
<b>LO3. Explore historical developments and current trends in the tourism and hospitality industry.</b>	3.1 Summarise major historical milestones in the industry.  3.2 Identify and evaluate emerging trends influencing global tourism and hospitality.
<b>LO4. Identify key job roles and career pathways in tourism and hospitality.</b>	4.1 Outline the range of career options within the industry.  4.2 Assess the skills and qualifications required for various roles.
<b>LO5. Evaluate the challenges and opportunities in the industry post- pandemic.</b>	5.1 Discuss how COVID-19 has reshaped the global tourism and hospitality landscape.  5.2 Propose strategies for recovery and resilience.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/ signature
1	Introduction to Tourism and Hospitality: Definitions and Interconnections	Understand the foundational definitions, interdependence, and classifications of tourism and hospitality.	LO1	
2	Components of the Tourism System: Attractions, Transport, Accommodation	Identify the main elements that make up the tourism system globally.	LO1	
3	Key Sectors of the Hospitality Industry: Lodging, Food & Beverage, Events	Explore the structure and service categories within the hospitality sector.	LO1	
4	Global Tourism Organizations and Their Roles (UNWTO, WTTC, IATA)	Examine the influence of international tourism bodies on industry standards and policy.	LO1	
5	Public and Private Stakeholders in Tourism Development	Recognize key stakeholders and how they interact in shaping tourism development.	LO1	

<b>6</b>	Tourism Supply and Demand: Concepts and Applications	Understand the basic economic concepts of supply and demand in tourism.	LO1	
<b>7</b>	Economic Impact of Tourism: GDP Contribution, Employment, and Investment	Analyze the direct and indirect economic benefits generated by the tourism sector.	LO2	
<b>8</b>	Social and Cultural Impacts of Tourism	Explore the influence of tourism on host communities, cultures, and societies.	LO2	
<b>9</b>	Environmental Impacts of Tourism: Sustainability Challenges	Evaluate both positive and negative environmental effects caused by tourism.	LO2	
<b>10</b>	Responsible and Sustainable Tourism Practices	Identify strategies to minimize tourism's negative impacts and enhance sustainable practices.	LO2	
<b>11</b>	Community-Based Tourism and Local Empowerment	Assess how tourism can contribute to socio-economic development of local communities.	LO2	
<b>12</b>	Ecotourism and Green Hospitality	Understand niche tourism that prioritizes conservation and sustainability.	LO2	
<b>13</b>	Historical Evolution of Tourism: From Ancient Times to Modern Mass Tourism	Trace the development of travel and tourism through different historical periods.	LO3	
<b>14</b>	Milestones in the Development of the Hospitality Industry	Understand how lodging and hospitality services evolved over time.	LO3	

<b>15</b>	The Rise of Global Travel: Technological and Transport Advances	Analyze how air travel, internet, and communication transformed the industry.	LO3	
<b>16</b>	Midterm	<b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
<b>17</b>	Current Trends: Digitalization, Smart Tourism, and Experience Economy	Explore innovations and evolving consumer expectations in tourism services.	LO3	
<b>18</b>	Trends in Hospitality: Personalization, Automation, and Health-Focused Travel	Investigate emerging trends and how they are shaping hospitality services.	LO3	
<b>19</b>	The Role of Social Media and Influencer Marketing in Tourism	Examine the impact of digital platforms on destination marketing and customer behavior.	LO3	
<b>20</b>	Career Opportunities in the Tourism Industry: From Frontline to Management	Identify a range of roles across the tourism value chain and related job functions.	LO4	
<b>21</b>	Careers in Hospitality: Hotel Management, Food Services, Events	Explore pathways and skills needed for hospitality roles at different levels.	LO4	
<b>22</b>	Required Skills and Qualifications for Tourism & Hospitality Professionals	Understand education, soft skills, and technical skills demanded by employers.	LO4	
<b>23</b>	Career Progression and Global Mobility in the Industry	Evaluate growth opportunities, mobility, and career ladders across sectors.	LO4	

<b>24</b>	Internship, Apprenticeship, and Volunteering Opportunities	Learn how practical experience contributes to employability and career success.	LO4	
<b>25</b>	Impacts of the COVID-19 Pandemic on Tourism	Analyze how the pandemic disrupted travel patterns, businesses, and destinations.	LO5	
<b>26</b>	Recovery Strategies: Domestic Tourism and Travel Bubbles	Explore how countries and businesses adapted to revive tourism.	LO5	
<b>27</b>	Health and Safety Regulations in the Post-Pandemic Era	Evaluate evolving safety standards and their effects on traveler confidence.	LO5	
<b>28</b>	New Business Models in Hospitality: Contactless, Hybrid, and Remote	Identify how businesses innovated to remain competitive post-COVID.	LO5	
<b>29</b>	Future Challenges: Climate Change, Political Instability, and Over-Tourism	Discuss the major risks and strategic responses for long-term industry resilience.	LO5	
<b>30</b>	Final Exam Preparation & Review			
<b>31</b>	Final Exam			