



INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)



Programme	Level 4 Extended Diploma in Tourism & Hospitality	
Unit Number/ Unit Title	Unit 2 Introduction to Tourism and Hospitality Industry	
Cohort Code:	L04THI-U2	
Unit Level	Level 4	
Total Credits/Hours	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
Credits	20 CATS/ 10 ECTS	
Lecturer		
Start Date		End Date

Unit Aims	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.	
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 assessment	

	7. 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	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). Tourism: Principles and Practice (6th ed.). Pearson. • Holloway, J. C., Humphreys, C., & Davidson, R. (2016). The Business of Tourism (10th ed.). Pearson. • Walker, J. R. (2017). Introduction to Hospitality (7th ed.). Pearson. • Page, S. J. (2019). Tourism Management (6th ed.). Routledge. • UNWTO (2022). Tourism Highlights and Trends. [Available online at UNWTO website].

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

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

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

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