



INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)



Programme	Level 5 Extended Diploma in Tourism & Hospitality	
Unit Number/ Unit Title	Unit 7 Tourism and Hospitality Business Environment	
Cohort Code:	L05THB-U7	
Unit Level	Level 5	
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 introduces learners to the external and internal business environments affecting tourism and hospitality enterprises. It examines political, economic, legal, social, technological, and competitive influences shaping decision-making.
Differentiation Strategies (e.g. planned activities or support for individual learners according to their needs)	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"> • Johnson, G., Scholes, K., & Whittington, R. (2017). Exploring Strategy (11th ed.). Pearson. • Morrison, A. M. (2022). Tourism: Principles and Practice. CABI. • Horner, S., & Swarbrooke, J. (2016). Consumer Behaviour in Tourism. Routledge. • Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review. • Pender, L., & Sharpley, R. (2005). The Management of Tourism. Sage.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand the business environment of the tourism and hospitality sector.	1.1 Explain the role of public and private organisations. 1.2 Analyse how tourism and hospitality businesses contribute to the economy.
LO2. Examine political and legal influences.	2.1 Discuss government policies, regulation, and taxation. 2.2 Evaluate how legal frameworks affect operations.
LO3. Analyse economic and social factors.	3.1 Assess the influence of economic cycles, inflation, and unemployment. 3.2 Explain the impact of demographic and lifestyle trends.
LO4. Explore technological developments.	4.1 Identify innovations affecting the tourism/hospitality industries. 4.2 Evaluate the advantages and risks of digital transformation.
LO5. Investigate the competitive environment.	5.1 Use SWOT or PESTLE analysis to assess a case business. 5.2 Recommend responses to competitive challenges.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/ signature
1	Introduction to the Tourism and Hospitality Business Environment	Understand internal and external factors influencing tourism and hospitality businesses.	LO1	
2	Components of the Business Environment: Micro and Macro Dimensions	Distinguish between micro and macro factors affecting strategic decisions.	LO1	
3	Types of Tourism and Hospitality Businesses and Their Structures	Identify key business models (independent, chain, franchise, public/private) in the sector.	LO1	
4	Internal Business Environment: Organisational Structure and Culture	Examine how internal factors shape business operations and identity.	LO1	
5	Stakeholder Roles in the Business Environment	Analyze the influence of stakeholders such as investors, customers, and employees.	LO1	
6	Political Systems and Policy-Making in Tourism	Understand how government structures and political ideologies affect tourism development.	LO2	
7	Public-Private Partnerships in Tourism Infrastructure	Evaluate the role of collaboration in driving sector growth.	LO2	
8	Legal Frameworks Affecting Tourism and Hospitality	Explore laws related to licensing, employment, contracts, and consumer protection.	LO2	
9	Labour Laws and Working Conditions in Hospitality	Understand legal responsibilities toward workers in tourism and hospitality.	LO2	

10	The Role of Tourism Ministries and Regulatory Bodies	Identify institutional players shaping the legal and policy environment.	LO2	
11	Economic Systems and Market Structures	Compare different economic models and their relevance to tourism markets.	LO3	
12	Global Economic Trends and Their Impact on Tourism	Analyze inflation, interest rates, exchange rates, and international trade.	LO3	
13	Tourism Demand and Supply in Economic Contexts	Explore how supply-demand dynamics influence pricing and product offerings.	LO3	
14	Employment and Income Patterns in Tourism	Understand the role of tourism in generating jobs and contributing to GDP.	LO3	
15	Social Trends Influencing Consumer Behaviour	Investigate shifts in demographics, lifestyles, and travel motivations.	LO3	
16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Social Responsibility and Community Impact	Assess how businesses can operate responsibly in a social context.	LO3	
18	Technology and Innovation in the Hospitality Industry	Explore how technology is transforming service delivery and operations.	LO4	
19	E-Commerce and Online Booking Platforms	Analyze the growth of digital distribution channels.	LO4	
20	Mobile Applications and Contactless Service Technology	Evaluate how mobile solutions improve customer experience.	LO4	
21	Big Data, CRM, and Personalization	Understand how data analytics are used for targeted marketing and decision-making.	LO4	

22	Artificial Intelligence and Automation in Tourism	Explore the use of AI in enhancing efficiency and customizing service.	LO4	
23	Competitive Forces in Tourism and Hospitality	Identify direct and indirect competitors and analyze market structure.	LO5	
24	Porter's Five Forces Applied to the Hospitality Industry	Use a strategic tool to assess competitive intensity and attractiveness.	LO5	
25	Branding, Differentiation, and Competitive Advantage	Understand how businesses develop a unique value proposition.	LO5	
26	Market Entry Strategies and Barriers	Explore challenges and opportunities in entering new tourism markets.	LO5	
27	Strategic Alliances and Industry Collaboration	Evaluate partnerships as a response to competitive pressures.	LO5	
28	Globalization and Competitive Dynamics in International Tourism	Analyze the global competitive environment and international market players.	LO5	
29	Final Integration: Case Study Analysis of a Tourism Business Environment	Apply knowledge to evaluate a real-world tourism or hospitality enterprise's environment.	LO1 – LO5	
30	Final Exam Preparation & Review			
31	Final Exam			