



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



Programme	Level 5 Extended Diploma in Tourism & Hospitality		
Unit Number/ Unit Title	Unit 9 The Development of the Tourism and Hospitality		
Cohort Code:	L05DTH-U9		
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 unit aims to provide learners with a comprehensive understanding of the historical, cultural, economic, and technological factors that have shaped the tourism and hospitality industries. It enables learners to explore how global trends, innovation, and consumer behaviour have influenced the evolution of services and destinations, helping them contextualise current industry practices and anticipate future developments.		
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	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Page, S. J. (2020). Tourism Management (6th ed.). Routledge. • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). Tourism: Principles and Practice (7th ed.). Pearson. • Pizam, A. (2017). International Encyclopedia of Hospitality Management. Routledge. • Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies (12th ed.). Wiley. • Weaver, D. (2021). Sustainable Tourism: Theory and Practice (2nd ed.). Routledge.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand the historical development of the tourism and hospitality industry.	1.1 Describe key milestones in the evolution of tourism and hospitality in a written report. 1.2 Analyse how social and economic changes influenced industry growth through a written report.
LO2. Examine the impact of globalisation and international travel trends.	2.1 Discuss the role of globalisation in the expansion of tourism in a case study analysis. 2.2 Evaluate the effect of international travel trends on destination development through a case study analysis.
LO3. Analyse the role of technology and innovation in shaping the modern industry.	3.1 Investigate how digital platforms and AI are transforming guest experiences in a project-based presentation. 3.2 Assess how technology impacts operational efficiency using a project-based presentation.
LO4. Evaluate key challenges facing the contemporary tourism and hospitality sectors.	4.1 Identify current challenges such as sustainability, climate change, or over-tourism in a reflective portfolio. 4.2 Propose strategic responses to one key challenge in a reflective portfolio.
LO5. Explore the future outlook and emerging trends in tourism and hospitality.	5.1 Predict future developments based on market trends and innovation in a research briefing paper. 5.2 Assess how emerging trends may redefine roles in tourism and hospitality in a research briefing paper.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/signature
1	Introduction to the Evolution of Tourism and Hospitality	Understand the roots and timeline of tourism and hospitality development.	LO1	
2	Ancient Travel: Pilgrimage, Trade, and Exploration	Examine early forms of travel and hospitality in classical civilizations.	LO1	
3	The Grand Tour and the Birth of Leisure Travel	Explore the emergence of travel for education and social status.	LO1	
4	The Rise of Railways and Steamships	Assess the transportation revolutions and their influence on tourism growth.	LO1	
5	The Evolution of Hotels and Resorts	Trace the development of accommodation services through time.	LO1	
6	Mass Tourism and the Post-War Travel Boom	Understand how affordability and infrastructure fueled modern tourism.	LO1	
7	Globalisation and Tourism: Concept and Impact	Explore how global connectivity has expanded travel possibilities.	LO2	
8	Growth of International Travel and Emerging Markets	Analyze patterns in outbound tourism and new traveller demographics.	LO2	
9	Tourism's Role in Economic Development and Cultural Exchange	Examine tourism as a tool for global interaction and soft diplomacy.	LO2	

10	Multinational Hotel Chains and Global Brands	Understand the expansion strategies of international hospitality players.	LO2	
11	The Influence of International Organizations (UNWTO, WTTC, IATA)	Evaluate how global institutions shape travel standards and policies.	LO2	
12	Cross-Cultural Issues and Intercultural Competence in Hospitality	Identify the cultural dynamics of serving global travellers.	LO2	
13	Technological Milestones in Tourism and Hospitality	Trace major tech developments from booking systems to digital maps.	LO3	
14	The Internet and the Digital Transformation of Travel	Explore how digital platforms (OTAs, review sites) changed booking behavior.	LO3	
15	Mobile Technologies and Travel Apps	Assess how smartphones influence travel planning and experience.	LO3	
16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Social Media and the Rise of Influencer Tourism	Understand how social platforms shape destination image and demand.	LO3	
18	Automation and AI in Hospitality Services	Examine innovations such as chatbots, self-check-ins, and smart rooms.	LO3	
19	Crisis and Risk: Tourism in the Face of Pandemics and Political Instability	Understand external threats to global travel and how the industry adapts.	LO4	
20	Sustainability and Over-Tourism	Analyze the environmental and social tensions from excessive tourism growth.	LO4	

21	Labour Challenges and Talent Shortages	Investigate workforce issues such as seasonal employment and skill gaps.	LO4	
22	Regulatory and Security Issues in Global Travel	Evaluate how visa policies, terrorism, and surveillance affect tourism flows.	LO4	
23	Climate Change and Tourism	Understand how climate risks affect destinations and operations.	LO4	
24	Predicting the Future: Data Analytics and Forecasting in Tourism	Use data trends and predictive tools to anticipate market shifts.	LO5	
25	The Rise of Experiential and Transformational Travel	Explore trends in personalized, meaningful, and immersive travel.	LO5	
26	Sustainable and Regenerative Tourism Models	Examine new frameworks aiming to restore and improve destinations.	LO5	
27	The Future of Work in Hospitality	Predict how automation, gig work, and flexibility will reshape employment.	LO5	
28	The Metaverse and AI-Driven Experiences in Tourism	Discuss next-generation digital experiences and virtual tourism.	LO5	
29	Final Reflection: Past, Present, and Future of Tourism and Hospitality	Integrate historical understanding with trend forecasting and contemporary challenges.	LO1 – LO5	
30	Final Exam Preparation & Review			
31	Final Exam			