



Organisation of  
Qualifications & Awards

# Course Handbook

Certificate In Tourism And Hospitality

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## CERTIFICATE IN TOURISM AND HOSPITALITY

### CONTENTS

	<b>Page</b>
Aims and Learning Outcomes	2
Entry Requirements	2
The Subjects	3
Duration of the Course	3
Examining Body	3
Exemptions	3
Assessment	3
Coursework assessments/assignments	3
Grading	4
Certificates, examination and assessment results, transcripts	4
<b>Course outlines, learning outcomes and reading lists</b>	
Business of Tourism and Hospitality	5
Fundamentals of Travel and Tourism	8
Geography of Tourist Resorts	11
Principles of Hospitality Services	15
Academic Integrity	18

## CERTIFICATE IN TOURISM AND HOSPITALITY

### Aims

**The Certificate in Tourism and Hospitality** is an introductory course to the operations and functions of the Hospitality and Tourism sectors.

The Hospitality and Tourism products and services appeal to a wide variety of international markets and they need to evolve in response to domestic and international environmental influences. The course provides learners with the knowledge required in order to understand and respond to the different demands from the market place

### General Learning Objectives of the Course

On completion of the course learners will:

1. Have gained a detailed knowledge of the key areas of the tourism and hospitality industries
2. Have a clear understanding of the location, characteristics, seasonality and facilities at key resorts worldwide
3. Be aware of the key activities associated with accommodation, food and beverage, reception and restaurant services
4. Be in a position to explain the factors that can influence the effectiveness of hospitality products and services
5. Be able to describe the major trends in the tourism and hospitality industries
6. Have a clear understanding of the distinctive characteristics of tourism and hospitality services

### Entry Requirements

1. Three GCSE's / GCE`O' levels and one `A' level or equivalent qualification, or,
2. An approved Foundation Certificate.
3. An approved training or vocational certificate in the area of hotel, catering and/or tourism
4. A 5.5 score or above of an approved English Language Test or recognised school or college English Language Placement Test

Relevant experience is taken into consideration for students 21 years of age and over who have not completed any formal qualifications.

## Subjects

1. Business of Tourism and Hospitality
2. Fundamentals of Travel and Tourism
3. Geography of Tourist Resorts
4. Principles of Hospitality Services

## Duration of the course

The course can be completed in one academic term of full-time study or one academic year of part-time study. There is flexibility in the mode of study preferred by individual learners and there are no time restrictions for the completion of the course of study

## Examining Body

Examination questions are set by the individual study centres and they are moderated by the Organisation of Qualifications and Awards (OQA). Course assignments are set by the individual study centres and they are moderated by OQA

## Exemptions

Exemptions are on a subject-for-subject basis and may be awarded at the discretion of OQA provided applicants already possess a relevant qualification at an appropriate academic level.

## Assessments

The overall assessment and grade will be through:

- A final 3 hour **written examination** in each subject which will represent 70% of the overall mark and
- 2 **written coursework assessments/assignments** which will represent 30% of the overall mark.

Students must achieve an overall pass mark of 40% in each subject in order to successfully complete the course and be awarded the **Certificate in Tourism and Hospitality**

### Coursework assessments

Coursework assignments can take the following forms:

- a) **Mini Case Study:** Learners are asked to comprehend and analyse the content of a particular case study and will be required to answer specific questions by using their analytical skills
- b) **Mini Project:** The mini project is usually prepared by the learner after selecting the subject and having the approval on the outline from the lecturer of the course and should be presented by the end of the course. It can be a written document or a PowerPoint presentation
- c) **Midterm Examination:** It is a type of examination that usually covers half the material of the course containing subjective and analytical questions.
- d) **Class tests:** Timed class tests on a particular topic can also be used to assess learners' progress and improve their examination technique

### Grading

The subjects will be graded in the following way:

70%+	Grade A	Distinction
60%-69%	Grade B	Credit
45%-59%	Grade C	Pass
40%-44%	Grade D	Marginal Pass
0%-39%	Grade F	Fail

The classifications given above will not be evidenced on the qualifications but will be shown on the transcript against individual subjects.

### Certificates, examination and assessment results and transcripts.

Upon successful completion of the course learners will be issued with the Certificate confirming the successful completion of the course and will also be issued a transcript with the grades achieved for each subject. Learners will also be advised of their examination results and course assessment at the end of each examination series so they have an official record of all examination results achieved



**Unit title:** Business of Tourism and Hospitality

**Unit code:**

**Level:** Certificate- Level 4

**Credits:** 20

### **Main Aim(s) of the Unit**

The main aims of this unit is to introduce the way tourism has developed in the last fifty years and to explain the impact of the tourism industries to national markets worldwide

The unit also highlights the key elements of the tourism product and explains the roles, value and contributions of the travel and tourism intermediaries

### **Main Topics of Study**

#### **The Development of Tourism**

- Nature of tourism and the tourism product
- Tourism destinations and the development of travel
- Conditions favouring the expansion of travel
- Tourism since World War II
- Growing importance of business travel
- All-inclusive holidays
- Travel motivations
- Travel facilitators
- Factors influencing changes in tourist demand

#### **Environmental Impacts of Tourism**

- International tourist market
- Economic impacts of tourism
- Socio-economic impacts of tourism
- Cultural transgressions
- Economic benefits to local markets
- Political and cultural impacts of tourism
- Legislation protecting the tourist destination
- Public/private sector interface in the development of sustainable tourism
- Technology and sustainable tourism



## Travel and Tourism Product

- Chain of distribution for tourism
- Integration in the tourism industry
- Categorisation of destinations
- Coastal, urban, rural, island and spa tourism
- Tourist attractions: buildings and heritage, museums and art galleries, parks and gardens, events
- Business travel
- Meetings
- Incentive travel
- Exhibitions and trade fairs
- Hospitality sector
- Structure of the accommodation sector
- Categories of accommodation
- Tourist transport by air, water or land
- Airline business and deregulation of air transport
- Cruising and ferry services
- Coach travel
- Private car travel
- Role of railways
- Future developments in transport options

## Travel and Tourism Intermediaries

- Management of visitors
- Controlling the impact of visitors
- Nature of government involvement
- Public sector tourism
- Tour operators and air brokers
- Package tour operators
- Roles of resort representatives
- The reservation system
- Travel agency chains
- Role of travel agents
- Impact of computer technology
- Future of travel retailing



## Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

1. Explain the reasons behind the growth of the tourism industry
2. Describe the key elements of the tourism product
3. Comment on the environmental impact of tourism worldwide
4. Appraise the contributions of the different types of travel and tourism intermediaries
5. Understand the different types of tourist attractions and tourist motivations
6. Comment on the future developments of the tourism industry

## Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self-managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

## Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

## Indicative Reading for this Unit:

### Main Text:

The Business of Tourism (10<sup>th</sup> edition) J.C. Holloway, C. Humphreys (Pearson)

### Alternative Text and further reading:

Business Tourism: Concepts and Strategies A. K. Bhatia (Sterling Publishers)



### Guideline for Teaching and learning time (10 hours per credit)

50 hours	<p><b>Lectures / Seminars / Tutorials / Workshops:</b></p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p><b>Directed learning:</b></p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc</p>
100 hours	<p><b>Self-managed learning:</b></p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>



**Unit title:** Fundamentals of Travel and Tourism

**Unit code:**

**Level:** Certificate- Level 4

**Credits:** 20

### **Main Aim(s) of the Unit**

This unit identifies all the key sectors of the tourism industry and explains the importance of integrating all the key elements in order to provide an attractive tourism product

The unit also explains the influences on tourism demand and highlights the nature and role of different tourism destinations

### **Main Topics of Study**

#### **Introduction to Tourism and Tourism Demand**

- Defining tourism
- Tourism as a concept
- Individual tourism demand
- Market tourism demand
- Forecasting tourism demand
- Forecasting methods

#### **Tourism Consumer Behaviour**

- Individual decision making process
- Fundamentals of consumer behaviour and tourism
- Roles in the decision making process
- Consumer behaviour in tourism
- Buying decision process in tourism

#### **Tourism Destinations**

- Nature and role of destinations
- Destination trends
- Economic impact of tourism spending
- Environmental impact of tourism
- Socio-cultural impact of tourism
- Tourism crises and disasters
- Tourism and terrorism



## Tourism Sectors

- Nature and purpose of attractions
- Managing attractions
- Accommodation and the tourism product
- IT and the accommodation sector
- Events management
- Nature and role of intermediaries
- Role of retail agent and tour operator
- Transport as a component of the tourism product
- Components of transportation system
- Political influences on transport for tourism
- Tourism as a service product
- Adoption of marketing orientation
- E-tourism and the tourism industry sectors

## Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

7. Explain the importance of tourism to specific national markets
8. Identify the factors that can influence the demand for tourism products and services
9. Comment on the influences on tourist buying behaviour
10. Discuss the different type of tourism destinations
11. Describe the nature and purpose of different tourism sectors
12. Analyse the importance of transport systems to the tourist product
13. Comment on the influence of information technology on the development of tourism

## Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.



### Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

### Indicative Reading for this Unit:

#### Main Text:

Tourism: Principles and Practice -Prof. J. Fletcher, A. Fyall, D. Gilbert, S. Wanhill (Pearson)

#### Alternative Text and further reading:

Tourism: Principles and Practices S. K. Swain, J. M. Mishra (Oxford Higher Education)

### Guideline for Teaching and learning time (10 hours per credit)

50 hours	<p><b>Lectures / Seminars / Tutorials / Workshops:</b></p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p><b>Directed learning:</b></p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc</p>
100 hours	<p><b>Self-managed learning:</b></p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>

**Unit Title    Geography of Tourist Resorts****Unit code:****Level:**        Certificate- Level 4**Credits:**     20**Main Aim(s) of the Unit**

The main aims of this unit is to introduce the most popular tourist destinations in the world, identify their key characteristics and attractions and familiarise learners with the world geography.

It will also explain the relative importance of different types of attraction for domestic and/or international tourism by describing climate, economy, accessibility, stability and popular attractions

**Main Topics of Study****Geography and Tourism**

- Attractions of a place
- Elements of geography
- Themes of geography
- Climate and tourism
- The influence of tourism
- Geography of transport for travel and tourism

**Geography and Tourism in United States and Canada**

- Tourism characteristics
- Popular attractions
- Climate characteristics
- New England, Mid Atlantic, South Atlantic, East South Central, Pacific, Alberta, Yukon Territories, Ontario, Quebec

**Geography and Tourism in Mexico and Central America**

- Cultural characteristics
- Tourism characteristics
- Economic and political influences
- Mexico, Belize, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama



### **Geography and Tourism in Caribbean and South America**

- Climate characteristics
- Tourism characteristics
- Travel patterns
- Type of attractions
- Caribbean islands, Andes countries ( Venezuela, Colombia, Ecuador, Peru, Bolivia, Chile), Brazil and the Guyanas, Argentina

### **Geography and Tourism in Europe**

- Climate patterns
- Cultural characteristics
- Tourism characteristics
- Type of attractions
- Britain and Ireland, Scandinavian countries, Iberian Peninsula, France and Benelux countries, Balkans and Southern Europe, East European countries, Central Europe

### **Geography and Tourism in Middle East**

- Cultural characteristics
- Tourism characteristics
- Type of attractions
- Security issues
- Lebanon, Egypt, Jordan, Gulf States, Saudi Arabia

### **Geography and Tourism in Asia, Australia and New Zealand**

- Cultural characteristics
- Tourism characteristics
- Type of attractions
- China, Sri Lanka, Maldives, India, Malaysia, Singapore, Japan, Vietnam, Australia, New Zealand, Philippines, Indonesia, Pacific Islands

### **Geography and Tourism in Africa**

- Climate patterns
- Cultural characteristics
- Tourism characteristics
- Tourist destinations and attractions
- North Africa, West Africa, East Africa, Southern Africa

## Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

14. Identify the location of different countries on the world map
15. Describe the key attractions associated with different tourist destinations
16. Comment on the seasonal and climate factors affecting tourism in different parts of the world
17. Explain the main advantages and limitations of different tourist resorts/destinations
18. Discuss the accessibility and variety of different tourist activities and attractions
19. Comment of the tourism patterns in different parts of the world

## Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

## Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%

## Indicative Reading for this Unit:

### Main Text:

Visual Geography of Travel and Tourism 5<sup>th</sup> edition Jan Van Harsseel, R. Jackson, L. Hudman  
(Cengage Learning)

### Alternative Text and further reading:

Worldwide Destinations: The Geography of Travel and Tourism (7<sup>th</sup> edition).B. Boniface, R. Cooper, C. Cooper ( Routledge)

### Guideline for Teaching and learning time (10 hours per credit)

50 hours	<p><b>Lectures / Seminars / Tutorials / Workshops:</b></p> <p>Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.</p>
50 hours	<p><b>Directed learning:</b></p> <p>Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc</p>
100 hours	<p><b>Self-managed learning:</b></p> <p>Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.</p>



**Unit Title Principles of Hospitality Services****Unit code:****Level:** Certificate- Level 4**Credits:** 20**Main Aim(s) of the Unit**

The main aims of this unit is to introduce the key areas of hospitality and identify the factors to be considered to develop and provide efficient food and beverage, accommodation, restaurant and front office services  
It will also highlight the importance of combining the different service functions in order to provide a total hospitality experience to visitors and guests

**Main Topics of Study****Housekeeping Services**

- Main functions of housekeeping
- Security, safety and first aid
- Cleaning equipment and cleaning agents
- Laundry, dry cleaning, waste disposal
- Room interiors
- Decoration, furniture and carpets
- Fabrics, beds and bedding
- Lighting, heating and ventilation

**Restaurant Services**

- Services offered by restaurants
- Restaurant equipment
- Ancillary services
- Menu trends and composition
- Food and menu preparation
- Preparing for meal service
- Methods of serving different courses and dishes
- Breakfast, lunch, dinner options



## Food and Beverage Services

- Food and beverage operations
- The meal experience
- Success in food and beverage service
- Health, safety and security
- Food and beverage service areas and equipment
- Purpose of menu and menu development
- Alcoholic and non-alcoholic beverages
- Tasting techniques
- Matching food with wine and other drinks
- Table service
- Serving sequence: Self-service, assisted service and single point service
- Food and beverage service legal requirements

## Front Office and Reception Services

- Handling enquiries
- Reservation forms
- Computerised reservations
- Arrival and registration
- Departures
- Methods of payment
- Guest needs and security
- Occupancy and revenue controls and reports
- Social and professional skills of staff
- Front office equipment

## Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

1. Identify the key service areas of the hospitality industry
2. Describe the key functions associated with each key service area
3. Explain how the different services can be integrated in order to maximize the level of guest satisfaction
4. Explain the main legal requirements applicable to different service areas
5. Comment on the equipment and resources required for a professional and effective service
6. Discuss the recent developments and trends within each service sector



### **Learning and teaching methods/strategies used to enable the achievement of learning outcomes:**

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

### **Assessment methods which enable student to demonstrate the learning outcomes for the Unit:**

Final Examination	70%
Coursework	30%

### **Indicative Reading for this Unit:**

#### **Main Text**

Theory of Hospitality and Catering D. Foskett, P. Paskins, A. Pennington, N. Rippington  
13<sup>th</sup> edition Hodder Education

#### **Further Reading**

Food and Beverage Service J. Cousins, D. Lillicrap, S. Weekes 9<sup>th</sup> edition  
Hodder Education

Front Office: Procedures, Social Skills and Management P. Abbott, S. Lowry  
Routledge

Restaurant Service S. Dahmer, K. Kahl John Willey and Sons

### **Guideline for Teaching and learning time (10 hours per credit)**

50 hours

#### **Lectures / Seminars / Tutorials / Workshops:**

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.

50 hours	<b>Directed learning:</b> Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc
100 hours	<b>Self-managed learning:</b> Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

## ACADEMIC INTEGRITY

### CHEATING

Cheating on exams or other work submitted in fulfillment of course requirements will result in disciplinary action. Cheating discovered during an exam will result in the exam being collected and the student being dismissed and a FAIL grade will be awarded. Students will be allowed to re-sit the failed examination in a future examination period

### PLAGIARISM

Plagiarism is the presentation of someone else's ideas or words as your own. Paraphrasing or extensive rewriting of another's work is still plagiarism if credit is not given to the author and a citation of where the information can be found is not listed This also applies to ideas or words borrowed from the Internet.

A learner who presents plagiarized work be awarded a FAIL grade but will be allowed to re-submit the work at a later date

### UNAUTHORIZED COLLABORATION

Collaborating on mini projects, case studies or other academic exercises without prior approval is considered unauthorized collaboration and will be awarded a FAIL grade, Learners who want to confer or collaborate with one another on work for academic credit should seek prior approval from the awarding body or from the study centre.

## **FALSIFICATION**

Learners who misrepresent material or fabricate information in an academic exercise or assignment (false or misleading citations, falsification of experiments or computer data) will be awarded a FAIL grade and will be asked to re-submit their work

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