

## QUALIFI Level 4 Diploma in Hospitality and Tourism Management

### HTM401: Sustainability in Tourism and Hospitality Management

Unit code: J/617/5587

RQF level: 4

#### Unit Aims

On the successful completion of this unit, learners will understand the principles of sustainable development and the level of planning involved to achieve sustainable development in tourism and hospitality. Learners will develop knowledge and understanding of planning and managing tourism and hospitality across various destinations, considering the trends in place. Further models in place are also studied and their application to practical examples, which provides learners with a broad knowledge base.

#### Learning Outcomes and Assessment Criteria

<b>Learning Outcomes.</b> To achieve this unit a learner must be able to:		<b>Assessment Criteria.</b> Assessment of these outcomes demonstrates a learner can:	
1.	Evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries.	1.1	Explain the need for planning in the travel, tourism and hospitality industry and how it benefits different stakeholders.
		1.2	Explain the pros and cons of public/private sector tourism and hospitality planning partnerships.
		1.3	Critically evaluate the different approaches to planning and development in tourism and hospitality at different levels.
2.	Understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.	2.1	Explain the concept of sustainability in tourism and hospitality development.
		2.2	Describe the different stages of the planning for sustainable tourism and hospitality operations
		2.3	Analyse factors that may prevent the development of sustainable tourism and hospitality and how these are managed.
3.	Analyse the issues that impact on the planning and development of sustainable tourism and hospitality.	3.1	Analyse the effects of balancing supply and demand in the travel and tourism and hospitality industries.
		3.2	Assess the conflicts of interests involved in developing tourism destinations and the methods used to resolve these conflicts.
		3.3	Explain ethical issues in context of tourism and hospitality management.

## **Indicative Content**

- Planning in the travel, tourism and hospitality industry and stakeholders.
- Public/private sector tourism and hospitality planning partnerships.
- Different features of planning and development.
- Sustainability in tourism and hospitality
- Sustainability at the different stages.
- Supply and demand in tourism and hospitality sectors
- Conflicts of interest.
- Ethical issues in context of tourism

## **Suggested Reading**

Legrand, W., Sloan, P. and Chen, J. (2013). Sustainability in the Hospitality Industry 2nd Ed. Florence: Taylor and Francis.

Gardetti, M. and Torres, A. (2016). Sustainability in hospitality. Sheffield: Greenleaf Publishing Limited.

Girling, R., Lanier, P. and Gordy, H. (n.d.). The good company.

Kastarlak, B. and Barber, B. (2012). Fundamentals of planning and developing tourism. Boston: Pearson.