

OTHM Certificate

Introduction to Travel, Tourism and Hospitality

The OTHM Certificate Paper Introduction to Travel, Tourism and Hospitality is one of four papers that make up the OTHM Certificate. This course assumes knowledge gained in the OTHM Introductory Certificate.

Aims and Objectives

This module aims to provide participants with:

- An understanding of the main factors driving the development of the industry
- The ability to explain and use industry statistics to identify changes and trends in the industry
- An understanding of tourist motivations.
- A knowledge of the roles of the main providers in the travel, tourism and hospitality industry

Learning Outcomes

At the end of the module students will be able to:

- Distinguish the main elements in the development of the travel, tourism and hospitality industry
- Demonstrate knowledge of standard definitions for tourism, tourists and excursionists
- Describe changes in industry statistics
- Demonstrate knowledge of a range of determinants of tourist demand and provide examples
- Explain two theories of tourist motivation
- Describe the roles and functions of:
 - tour operators
 - travel agents
 - technology
- Demonstrate an understanding of how a typical, simple, package holiday is created and costed.
- Identify the different categories and roles of:
 - transport
 - attractions and entertainment

- accommodation
 - catering
 - services and facilities.
- Explain the role of the NTO (National Tourism Organisation)