

Level 7 Diploma in Tourism and Hospitality Management



We believe education is essential for the development of nations. We work together with students to contribute to the development of business leaders throughout the world.

T&H Management School



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Who is this course suitable for?

The **Level 7 Diploma in Tourism and Hospitality Management** will provide an advanced qualification to support the development of students as international managers. Students will begin to critically analyse and assess contemporary knowledge and theories, and use them to propose solutions to complex management problems in the tourism and hospitality industry. It will also provide the students with the ability to apply and adapt the specialized terminology and technical skills to propose solutions to these problems. The successful completion of this program will enable students to take decisions about leadership, planning and work areas management in the industry, always supported by concepts of the "best practices" and also by the research of contemporary issues.



The **Level 7 Diploma in Tourism and Hospitality Management** is designed for managers who have the authority and personal inspiration to translate organizational strategy into effective operational performance.

A T&H Management School

T & H Management School is a private business school based in London the United Kingdom and with campuses in London and Lisbon. The school offers university-level courses with a strong emphasis on the industry, through programs at various levels, aimed at an audience of students and international executives.

We have developed several partnerships around the world to allow our students a culturally diverse experience.



The Partnership with ISEC

The courses will be taught in partnership with the Instituto Superior de Educação e Ciências (ISEC). Officially recognized in August 1991, ISEC is defined as a private non-profit institution for higher education and research, whose institutional mission is to deliver scientific, technical, cultural, educational, professional and human formation. ISEC is an institution of public utility.

The choice of ISEC as a partner was based on common objectives present in the two institutions - to promote a qualified, integrated and harmonious development of higher education - in a multicultural environment.



Course Structure

The course is developed in one academic year. At the end of the year and after successful completion, the student obtains a Level 7 Diploma in Tourism and Hospitality Management.

The Diploma consists of six modules (three modules per semester), comprising a total of 120 (UK) Credits or 60 ECTS (European System). The modules of the diploma are:

Level 7 Diploma in Tourism and Hospitality Management

| Modules | Credits (UK) |
|---|--------------|
| SEMESTER 1 | |
| Strategic Management and Marketing for Tourism and Hospitality | 20 |
| Destination Management | 20 |
| International Tourism Policy and Development | 20 |
| SEMESTER 2 | |
| E-Tourism and Social Media in Tourism and Hospitality | 20 |
| Advanced Research Methods in Tourism and Hospitality | 20 |
| Organisational Behaviour in International Tourism and Hospitality Organisations | 20 |



Module Specifications

The specifications for each module comprising the Diploma are presented on the following pages.

Level 7 Diploma in Tourism and Hospitality Management

Module 1: Professional Development and Communication Skills

This unit aims to consider management and marketing in tourism and hospitality organisations from a strategic perspective. Learners will study a range of tourism and hospitality organisations and apply theories from the literature to understand strategic decision-making, the use of technology and strategic marketing management. The learner will:

1. Critically analyse the strategic management concept in the tourism and hospitality context
2. Critically analyse strategic approaches to marketing in tourism and hospitality businesses
3. Assess the contribution of technology to the development of the tourism and hospitality industry
4. Research information from a range of academic and industry sources

Module 2: Destination Management

This unit provides learners with an in-depth understanding of the issues and key dimensions of destination management and marketing. This unit seeks to explain the role of tourism and the visitor economy in the modern international tourism destinations and to critically analyse this in relation to a number of theoretical perspectives. The unit also equips learners with critical understanding of broader perspectives required to manage and market tourism in the modern international city, and inform international city and marketing strategies. The learner will:

1. Critically review organisational strategic plans
2. Propose strategic options for an organisation.
3. Create a strategy implementation plan for an organisation.
4. Critically analyse the principal processes of organizational change.
5. Evaluate the implementation of strategic plans



Module 3: Strategic Human Resource Management and Organisational Behaviour

The learner will understand of how the effective strategic management of human resources supports the achievement of organisational purposes in different organisational contexts. The unit seeks to analyse and evaluate the contribution of strategic human resource management to competitive advantage and organisational. The learner will:

1. Critically evaluate the factors that influence destination management.
2. Critically analyse the role of destination management organisations
3. Critically evaluate the influence of stakeholders on destination management
4. Critically appraise the relationship between destination management and destination marketing

Module 4: International Tourism Policy and Development

This unit provides learners with a critical understanding of principles of tourism policy and how this relates to issues of development. Learners will analyse theories and concepts from the fields of public policy, tourism management and international development. Learners will evaluate theories of international development and apply these in a tourism context. This unit will also support learners to apply development indicators and to create proposals for tourism projects to address development problems. The learner will:

1. Critically analyse the concepts and theories of public policy for tourism
2. Critically Evaluate theories of international development
3. Critically analyse the relationship between tourism and international development
4. Develop plans for tourism projects to address development problems

Module 5: E-Tourism and Social Media in Tourism and Hospitality

This unit aims to provide learners with a critical analysis of the role of technology within the tourism and hospitality industry. This will include a critical evaluation of the impacts of new and emerging technology on the operations of tourism and hospitality businesses, as well as the emergence of the e-tourism concept. The unit will also analyse the influence of social media on the tourism and hospitality industry, from the perspectives of consumers and businesses. The learner will:

1. Critically evaluate the impacts of technology on the development and growth of the tourism and hospitality industry
2. Critically analyse the emergence of the e-tourism concept and its associated theories.
3. Critically evaluate the impacts of social media on the tourism and hospitality industry
4. Critically analyse the ethical implications of technological change in the tourism and hospitality industry



Module 6: Advanced Research Methods for Tourism and Hospitality

The purpose of this unit is to examine and critique a range of research paradigms and research techniques, together with their application to tourism and hospitality research. The unit will provide learners with the skills and knowledge required to identify and investigate problems and issues within tourism and hospitality and critically review appropriate research methods. The learner will:

1. Demonstrate a comprehensive understanding of research in a tourism and hospitality context
2. Critically evaluate research philosophies and their application to tourism and hospitality research
3. Demonstrate an ability to plan research projects.
4. Be able to critically analyse a range of data to produce research outputs.

English for Academic Studies (EAS)

All students attending any of the previously mentioned Diplomas will also attend classes of English for Academic Studies. These classes will enable the students to progress in their knowledge of the English language and particularly in its use in academic writing and speaking.



Foreign Language Studies (FLS)

Also, all students who are not native speaker of the country's main language will attend extra classes of that language. This will enable them to learn the local language and engage in the local community and lifestyle.

Assessment

All modules have an assessment system led by the head of each module and verified externally by an assessor, in order to ensure a fair and objective evaluation. All assessments are criterion referenced and based on the "Learning Outcomes" of each module.

In order to be approved in a Diploma (and therefore progress to the next one), students must successfully complete all modules.

Assessment methods may vary between individual and group presentations, reports and written essays, posters, discussions and debates.



Field Trips

Throughout the course field trips will take place depending on the module in question. These will allow students a closer contact with the reality of business and the various sectors of the industry. A T&H Management School Coordinator will always lead these field trips.

Every year, a one-week tour to one country in the European Union will take place and will focus on a specific area of the industry. This optional tour, on the one hand, will foster a closer contact amongst students and between students and teachers and, on the other, enable the possibility of a further analysis of a particular activity sector.

Research

The T&H Management School has an internal research department, where students and teachers can join existing teams and collaborate on the development of knowledge for certain areas of management.

The T&H Management School supports the development of new projects and the sought-after links with national and international business. Therefore, the T&H Management School will grant every year a number of scholarships to students who, in the previous year, are considered to have reached an exceptional achievement and who wish to join the research team, alongside the continuation of their studies.

International Option - London

All of T&H Management School's three-year courses may be attended in the international system option. In this system, students may attend the second semester of their respective courses on our campus in London. Modules and content as well as assessment will be exactly the same as for students who opt for the national version. The major advantage of this international option is to allow students the experience of a multicultural city, where they can benefit from the study visits and exclusive contacts unique to this campus. The costs associated with this option are limited to the cost of air travel and accommodation.



Internships

The T&H Management School has developed protocols with organisations within the industry and can annually promote the provision of short-term placements at companies, in order to improve students' knowledge and promote the link to corporate reality. The internships are unpaid and are always coordinated by a T&H Management School's Academic Head along with the grantor company, aiming at enriching the students' knowledge.

Alumni

The Alumni play an important role in the T&H Management School. They help generate job and internship opportunities for undergraduate and postgraduate students through their own social network. In addition, they can still function as guest speakers in many programmes by bringing their business experience.

In addition, each year the T&H Management School sponsors complementary training activities to its alumni, in order to ensure continuous updating of their knowledge.

We have a dedicated team whose mission is to plan, promote activities and provide assistance and information to alumni.



Top Up – Coventry University/University of Sunderland

By successfully completing the course, the T&H Management School's students attain the Level 7 Diploma in Tourism and Hospitality Management from OTHM Qualifications. This diploma allows students to top up their studies and complete at London South Bank University with an MSc (Top-up) International Tourism and Hospitality Management and at University of Sunderland with an MSc (Top-up) Tourism and Hospitality - Dissertation Stage (60 credit final stage).



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