

Taking the
first steps as a
hospitality and
tourism management
professional

Your guide to the Institute
of Hospitality qualifications

our industry, your career, the network

Uniting professionals | Promoting excellence | **Facilitating learning**

Introducing the Institute of Hospitality

From hoteliers, restaurateurs and contract caterers, to technology providers, the armed forces and government, the Institute's members embrace a multitude of disciplines. We are united by a common goal to promote professionalism, best practice and reputation in hospitality, leisure and tourism.

At the Institute of Hospitality, you're in good company. We understand that your choice of study is the vital first step in qualifying as a hospitality professional. We're proud to offer the leading qualifications of choice for many of the industry's top employers. The chances are your manager will themselves have qualified via our route and so appreciate those that follow. But it doesn't stop there. The Institute is also the professional network of choice for thousands of the hospitality industry's most inspirational talents.

“ The industry's leading network for more than 70 years. ”

We've been the industry's leading network, helping to grow talent and accelerate professional development for more than 70 years. Ours is the respected interface between education and industry for the development, mobility and recruitment of skilled labour in hospitality, leisure and tourism.

“ The qualifications of choice for many of the industry's top employers. ”

Study with us and join our network

Institute of Hospitality Management Qualifications are designed to improve your management skills and build your career prospects. They inevitably lead to increased responsibility and promotion. Candidates are recommended to progress through the levels. Alternatively, those with substantial work experience in the industry, or related areas, may be able to join their preferred programme directly.

If you work in hospitality or are considering our industry as a career, be qualified with the Institute of Hospitality.

“ At Arora we have always recruited people who want a career, not just a job. The Institute’s qualifications directly benefit the individual, the employer and the industry. ”

John Donaldson FIH FCMI, Executive Director, Arora Hotels Group

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Why choose the Institute of Hospitality Management Qualifications?

The Institute of Hospitality is an established UK accredited awarding body providing professional management qualifications for the international hospitality and tourism industries. With an influential presence as an awarding body for over 50 years, the Institute of Hospitality is dedicated to the development and support of education and training for the industries it serves.

Institute of Hospitality Management Qualifications are suitable for managers or those aspiring to management in the hospitality and related industries.

- A structured pathway for career and promotion
- The underpinning knowledge required for leadership and management
- A progression route from **Introductory** to **Intermediate** to **Advanced** level

Where can I study?

You can enrol at one of our Approved Centres throughout the UK and internationally. The list of Centres is increasing all the time.

Visit www.instituteofhospitality.org/qualifications/awardingbody to find a Centre near you.

How much study is involved?

This depends on the Centre you register with but generally our qualifications take 4-6 months of study on a day release basis. This is split into manageable units and some Centres may integrate this study into other qualifications such as a foundation degree. Offering you maximum flexibility in your studies is key and we work with employers to ensure that all our units will fit your working commitments.

How much does it cost?

Tuition Fees are set by the Centre where the qualification is delivered and cover classroom teaching by Institute of Hospitality approved tutors. In many cases your employer may cover your fees but in either case, we work with our Centres to keep fees as low and as manageable as possible.

How are the units assessed?

All units are assessed individually via an online multiple choice assessment at one of our Approved Centres, with an immediate result on completion.

Join us

You can become a member of the Institute whilst you study.

As a member, we will support your studies through our online resources and provide unique benefits to save you money and advance your future career prospects.

INTRODUCTORY LEVEL (QCF Level 2, SCQF Level 5)
Diploma in Hospitality and Tourism Operations

This is an introductory level qualification focussing on the operational aspects of the hospitality and tourism industries which has been designed to meet the needs of individuals working in the sector or aspiring to work in the sector. **(140 Guided Learning Hours)**

INTERMEDIATE LEVEL (QCF Level 3, SCQF Level 7)
Diploma in Hospitality and Tourism Management

This intermediate level qualification focuses on the supervisory aspects of the hospitality and tourism industries. It is suitable for new and aspiring managers working in the sector. **(140 Guided Learning Hours)**

ADVANCED LEVEL (QCF Level 4, SCQF Level 8)
Diploma in Advanced Hospitality and Tourism Management

This advanced level qualification provides the essential knowledge required for leadership and management as well as a sound insight into strategic business development for the hospitality and tourism industries. **(280 Guided Learning Hours)**

Candidates must select ONE Mandatory Unit and ONE Optional Unit from each of the business areas making a total of 14 units. Some private study will also normally be required in order to successfully pass the graded assessments. See below for the outline.

The Institute also offers Specialist Certificates (QCF Level 3, SCQF Level 7) for Hospitality and Tourism by combining units.

- Business Management for Hospitality and Tourism
- Marketing and Sales for Hospitality and Tourism
- Consumer Management for Hospitality and Tourism
- Finance and Business Planning for Hospitality and Tourism
- Human Resources Management for Hospitality and Tourism
- Legislative Management for Hospitality and Tourism
- Professional Development for Hospitality and Tourism

Each Certificate comprises 80 guided learning hours and candidates must select ONE Business Area to follow (eg Marketing and Sales). They must then select ONE Mandatory Unit and ONE Optional Unit from each of the three levels (Introductory, Intermediate and Advanced) making a total of six units. Some private (online) study will also normally be required in order to successfully pass the graded online assessments.

Contact us to find a Centre near you

Institute of Hospitality

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INSTITUTE OF HOSPITALITY UK MANAGEMENT QUALIFICATIONS 2012				
	INTRODUCTORY (Mandatory Units shown)	INTERMEDIATE (Mandatory Units shown)	ADVANCED (Mandatory Units shown)	INTERMEDIATE
Business Areas	Diploma in Hospitality and Tourism Operations	Diploma in Hospitality and Tourism Management	Diploma in Advanced Hospitality and Tourism Management	Specialist Certificates
Business Management	Introduction to Business Operations for Hospitality and Tourism	Managing the Business in Hospitality and Tourism	Business Strategy for Hospitality and Tourism	<i>Business Management</i>
Business Marketing and Sales	Introduction to Services Marketing for Hospitality and Tourism	Supervising Sales in Hospitality and Tourism	Services Marketing for Hospitality and Tourism	<i>Marketing and Sales</i>
Consumer Management	Understanding the Hospitality and Tourism Customer	Understanding Customer Relationships in Hospitality and Tourism	Managing the Hospitality and Tourism Consumer	<i>Consumer Management</i>
Finance and Business Planning	Financial and Business Skills for Hospitality and Tourism	Finance and Budgeting for Business in Hospitality and Tourism	Managing Finance and Business Performance in Hospitality and Tourism	<i>Finance and Business</i>
Human Resources Management	Introduction to Managing People in Hospitality and Tourism	Managing Teams in Hospitality and Tourism	Leadership and Management in Hospitality and Tourism	<i>Human Resources</i>
Legislative Management	The Law and Business in Hospitality and Tourism	Complying with Legislation in Hospitality and Tourism	Managing the Changing Legislation in Hospitality and Tourism	<i>Legislative Management</i>
Professional Development	Introduction to Professional Development in Hospitality and Tourism	Managing Your Professional Portfolio in Hospitality and Tourism	Managing Your Professional Development in Hospitality and Tourism	<i>Professional Development</i>
Guided learning hours (GLH)	14 units @ 10 GLH (7 Mandatory and 7 Optional Units)	14 units @ 10 GLH (7 Mandatory and 7 Optional Units)	14 units @ 20 GLH (7 Mandatory and 7 Optional Units)	6 Units (4 units @ 10 GLH 2 units @ 20 GLH)
QCF Level	Level 2	Level 3	Level 4	Level 3
SCQF Level	Level 5	Level 7	Level 8	Level 7