

**DIPLOMA IN  
HOSPITALITY AND TOURISM MANAGEMENT**

Intermediate Level Programme  
**QCF Level 3 / SCQF Level 7**  
Doc No: IOH\_MKT03

## **INSTITUTE OF HOSPITALITY**

Diploma in Hospitality and Tourism Management  
Qualification reference number (QCF): 501/1407/4

---

### **Why choose the Diploma in Hospitality and Tourism Management?**

The Institute of Hospitality Awarding Body 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.

The *Diploma in Hospitality and Tourism Management* is an intermediate level qualification (QCF Level 3 / SCQF Level 7) focussing on the supervisory aspects of the hospitality and tourism industries. It has been designed to meet the needs of first line managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. It provides:

- A thorough introduction to business and management skills
- Updated professional business knowledge
- Appropriate Continuing Professional Development (CPD)
- A progression route to the *Diploma in Advanced Hospitality and Tourism Management (advanced level)*
- A structured pathway for career progression and promotion

There are seven key business areas within the programme and the syllabus is contextualised specifically for the hospitality and tourism sectors:

<b>Business Areas</b>		
<b>1.</b>	BM	Business Management
<b>2.</b>	BS	Business Marketing and Sales
<b>3.</b>	CM	Consumer Management
<b>4.</b>	FP	Financial and Business Planning
<b>5.</b>	HM	Human Resources Management
<b>6.</b>	LM	Legislative Management
<b>7.</b>	PD	Professional Development

### **Entry requirements**

You should be working in or aspiring to join the hospitality or tourism industries and have

- A minimum English Language ability level such as Cambridge First Certificate Grade B or TOEFL 550 points or IELTS 5.5 but this may be at a higher level according to the requirements of the centre you apply to.

You should normally have successfully completed either the:

- Institute of Hospitality Diploma in Hospitality and Tourism Operations or
- A similar qualification

Managers with relevant work experience may be able to enrol directly onto this programme.

### **Where can I study?**

You can enrol at one of our **Approved Centres**, further details can be found on our website.

### **How is the syllabus structured?**

The Diploma comprises 140 guided learning hours (GLH). Each unit is 10 GLH and candidates must select ONE Mandatory Unit and ONE Optional Unit from each of the seven business areas making a total of 14 units. Further details are provided in the *Rules of Combination* in the *Handbook and Syllabus* for the qualification. Some private study will also normally be required in order to successfully pass the graded assessments.

<b>Syllabus for the Diploma in Hospitality and Tourism Management</b> QCF Level 3 / SCQF Level 7	
<b>MANDATORY UNITS</b>	<b>OPTIONAL UNITS</b> (select <b>ONE</b> unit from each business area)
<b>1. Business Management</b>	
<b>BM3301 Managing the Business in Hospitality and Tourism</b>	BM3302 Managing Hospitality and Tourism Operations BM3303 Business Entrepreneurship in Hospitality and Tourism
<b>2. Business Marketing and Sales</b>	
<b>BS3301 Supervising Sales in Hospitality and Tourism</b>	BS3302 Merchandising and Selling in Hospitality and Tourism BS3303 Pricing and Promotions for Hospitality and Tourism
<b>3. Consumer Management</b>	
<b>CM3301 Understanding Customer Relationships in Hospitality and Tourism</b>	CM3302 Improving the Customer Experience in Hospitality and Tourism CM3303 Quality Assurance for Hospitality and Tourism Customers
<b>4. Finance and Business Planning</b>	
<b>FP3301 Finance and Budgeting for Business in Hospitality and Tourism</b>	FP3302 Budget and Forecast Preparation in Hospitality and Tourism FP3303 Developing a Business Plan in Hospitality and Tourism
<b>5. Human Resources Management</b>	
<b>HM3301 Managing Teams in Hospitality and Tourism</b>	HM3302 Recruitment and Retention in Hospitality and Tourism HM3303 Target Setting and Monitoring Performance in Hospitality and Tourism
<b>6. Legislative Management</b>	
<b>LM3301 Complying with Legislation in Hospitality and Tourism</b>	LM3302 Managing Risk in Hospitality and Tourism LM3303 Employment Law in Hospitality and Tourism
<b>7. Professional Development</b>	
<b>PD3301 Managing Your Professional Portfolio in Hospitality and Tourism</b>	PD3302 Career Planning Tools for Hospitality and Tourism PD3303 Information and Research Handling in Hospitality and Tourism PD3304 French Language Skills for Hospitality

### Assessment

All units are assessed individually via an online multiple choice assessment at one of our Approved Centres. This will normally be through the Centre that you register with.

### Fees

Candidates pay an annual Registration and Certification Fee together with an Assessment Fee per unit of study and these fees are set by the Institute of Hospitality. Tuition Fees are set by the Centre where the qualification is delivered and cover classroom teaching by Institute of Hospitality approved tutors. Membership of the Institute gives access to a wide range of supporting online resources (including e-Books and e-Journals) and other specialist materials.

### Further information:

Institute of Hospitality Awarding Body

Tel: + 44 (0) 20 8661 4908

Email: [awardingbody@instituteofhospitality.org](mailto:awardingbody@instituteofhospitality.org)

Website: [www.instituteofhospitality.org](http://www.instituteofhospitality.org)