

**DIPLOMA IN ADVANCED
HOSPITALITY AND TOURISM MANAGEMENT**

Advanced Level Programme
QCF Level 4 / SCQF Level 8
Doc No: IOH_MKT04

INSTITUTE OF HOSPITALITY

Diploma in Advanced Hospitality and Tourism Management

Qualification reference number (QCF): 501/1429/3

Why choose the Diploma in Advanced 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 Advanced Hospitality and Tourism Management* is a higher level qualification (QCF Level 4 / SCQF Level 8) focussing on the senior management aspects of the hospitality and tourism industries. It has been designed to meet the needs of managers and senior managers working in the sector or seeking promotion who wish to improve their knowledge and qualifications. It provides:

- The knowledge required for leadership and management development
- A sound insight into strategic business development skills
- Appropriate Continuing Professional Development (CPD)
- A progression route to degree level qualifications
- 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:

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

Entry requirements

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

- An English Language ability level at approximately TOEFL 600 points or IELTS 6.0 but this will also be subject 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 Management, 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 in Advanced Hospitality and Tourism Management comprises 280 guided learning hours (GLH). Each unit is 20 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.

Syllabus for the Diploma in Advanced Hospitality and Tourism Management QCF Level 4 / SCQF Level 8	
MANDATORY UNITS	OPTIONAL UNITS (select ONE unit from each business area)
1. Business Management	
BM4401 Business Strategy for Hospitality and Tourism	BM4402 Managing the Business Environment in Hospitality and Tourism BM4403 Business Ethics
2. Business Marketing and Sales	
BS4401 Services Marketing for Hospitality and Tourism	BS4402 Marketing Management for Hospitality and Tourism BS4403 Marketing Communications
3. Consumer Management	
CM4401 Managing the Hospitality and Tourism Consumer	CM4402 Consumer Behaviour in Hospitality and Tourism CM4403 Customer Relationship Management for Hospitality and Tourism
4. Finance and Business Planning	
FP4401 Managing Finance and Business Performance in Hospitality and Tourism	FP4402 Financial Planning and Control in Hospitality and Tourism FP4403 Presenting the Business Plan in Hospitality and Tourism
5. Human Resources Management	
HM4401 Leadership and Management in Hospitality and Tourism	HM4402 Staff Development and Restructuring in Hospitality and Tourism HM4403 Mentoring Staff in Hospitality and Tourism
6. Legislative Management	
LM4401 Managing the Changing Legislation in Hospitality and Tourism	LM4402 Risk Management Strategies for Hospitality and Tourism LM4403 Human Resources Legislation in Hospitality and Tourism
7. Professional Development	
PD4401 Managing Your Professional Development in Hospitality and Tourism	PD4402 Project Management for Hospitality and Tourism PD4403 Career Management in Hospitality and Tourism PD4404 French Language Skills for Hospitality Managers

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

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