

The Postgraduate Diploma

Hospitality & Tourism Management Postgraduate Diploma

This programme has been devised on the basis that students will attend a course of study in not less than 120 credits which equates to 240 hours tuition and 960 hours of directed learning. Candidates have an opportunity to gain credit towards either an MA or an MSc degree. They also have an opportunity to develop higher level academic skills that can be applied in a vocational context.

Objectives of the Postgraduate Diploma in Hospitality and Tourism Management

- To Understand the interrelationship between the hospitality and tourism sectors
- To explore the strategic issues in business development, rather than operational level issues
- To secure employment at senior supervisory/ management level.
- To secure progression on to the dissertation stage of a Master Degree.

Assessment

Assessment involves investigative assignments, presentations and action research activities. The assessment of candidates work is centre based, against the specified learning outcomes and directed by CTH. In order to manage the quality of assessment within approved centres, CTH carries out external marking and moderation of assessments.

Syllabus Overview:

Duration 1 Year

Term One:

Hospitality and Tourism Marketing Strategies
Management and Leadership Across Cultures

Term Two

Hospitality and Tourism Strategic Planning
Managing Hospitality and Tourism Projects

Progression to a Master Degree

Masters Pathway

Students who complete the CTH Postgraduate Diploma in Hospitality and Tourism Management can complete a 60 credit dissertation with the University of Sunderland leading to the award of the University of Sunderland MSc degree in Tourism and Hospitality. The fee for the same is £2006*

Duration: 9 Months

*Subject to change at Universities and CTH Discretion.