

## Tourism Management

### **Diploma in Tourism Management**

The Diploma in Tourism Management aims to provide students with a broad understanding of the operational aspects of the international tourism industry, together with a knowledge of the basic principles which underpin the industry. This Diploma has been devised on the basis that students will attend a course of study of not less than 450 hours. Private study will be required over and above this figure. Each of the modules has a two and a half hour examination, set and marked by CTH.

#### Syllabus Overview:

- Travel Geography
- The Tourism Industry
- Business Computing
- Travel Agency and Tour Guide Operations
- Introduction to Tourism Economics
- Special Interest Tourism
- Destination Analysis
- Business Operations in Hospitality and Tourism
- Marketing for Tourism and Hospitality
- Finance for Hospitality and Tourism

### **Advanced Diploma in Tourism Management**

The Advanced Diploma in Tourism Management aims to provide an understanding of the managerial, decision making and leadership aspects of the international tourism industry.

In addition it is also designed to develop the independent research skills which will be required when working as a senior manager in the industry. The scheme has been devised on the basis that students will attend a course of study of not less than 450 contact hours. Private study will be required over and above this figure. Five of the six modules are assessed by an assignment and a three hour examination. The sixth module is assessed through a 5000 word Management Research Report. All assessments are marked by CTH.

#### Syllabus Overview:

- Tour Operations
- Management Accounting
- Strategic Management
- Sustainable Tourism and Destination Management
- Human Resource Management
- Management Research Report