

# Postgraduate Diploma in International Tourism and Hospitality Management

## Aim

The Post Graduate Diploma in Hospitality and Tourism Management aims to provide candidates with the ability to understand the interrelationship between hospitality and tourism and focuses on the strategic issues in relation to business planning and development within the hospitality and tourism sectors. The Diploma prepares learners for senior management roles within the hospitality and tourism industries by focusing on the broad strategic business issues such as marketing, strategic planning and development, as well as a strategic focus on creating and developing customer loyalty as a way of gaining competitive advantage within the hospitality and tourism industry.

## Qualification Level

Level 7

## Awarding Body

This qualification is awarded by EBMA in partnership with Qualifications Network (QN) -

## Recommended Course Duration

12-18 Months

## Entry Requirement

- BA(Honour) from recognised University or equivalent level 6 qualification from recognised professional body
- EBMA Graduate Diploma in International Tourism and Hospitality Management to gain direct entry at Postgraduate Diploma in International Tourism and Hospitality Management.

## Units

A candidate has to attend five units to pass Postgraduate Diploma International Tourism and Hospitality Management. There are 120 Credit points for this qualification.

Unit 1: Marketing Strategies

Unit 2: Tourism and Hospitality Consultancy Projects

Unit 3: Hospitality and Tourism Planning and Development

Unit 4: Strategic Human Resource Management

Unit 5: Organisational Behaviour

## Assessment

In order to be considered for a postgraduate diploma, learners are required to complete a combination of mandatory units and specialist optional units. Assessment includes written examinations and assignments which will be assessed according to the generic programme criteria provided in the EBMA assessment handbook for tutors.

## Grading Criteria

The examiners for each course will decide a numerical mark for each candidate using the following scale:

0 - 49% = Fail

50 - 59% = Pass

60 - 69% = Merit

70 - 100% = Distinction

## Progression Route

Postgraduate Diploma in International tourism and hospitality management will create a **progression route students to start their postgraduate degree in the University at dissertation level. Moreover it also enhances employment opportunities for participants.**