

# Higher Diploma in Hospitality and Tourism Management

## OVERVIEW

The Higher Diploma in Hospitality and Tourism Management blends specialized and advanced studies at Levels 4 and 5 to provide students with comprehensive education in the field. The program aims to equip students with practical skills and theoretical knowledge, preparing them for complex roles in the industry. It covers a wide range of subjects to foster both practical skills and subject understanding, ensuring students stay updated with industry developments and enhancing their management understanding. The Industry Attachment offers real-world insights, while the Industry Project serves as an alternative. Graduates are ready for careers or further studies in related fields.

## PROGRAMME OBJECTIVES

The Higher Diploma in Hospitality and Tourism Management providing students with a well-rounded education in the field. The curriculum encompasses a wide range of subjects to foster practical skills and deep understanding, ensuring students are equipped for diverse career opportunities. We prioritize keeping students updated with industry developments, equipping them with both theoretical and practical knowledge. Our program also focuses on enhancing general management principles, fostering problem-solving abilities, and instilling a strong foundation in various disciplines essential for career advancement. The program includes an Industry Attachment (IA) for real-world insights and, if unable to secure one, an Industry Project (5000 words) focusing on relevant management issues or opportunities. Graduates are well-prepared for roles in tourism and hospitality management, with the option to pursue further studies for higher qualifications.

## ASSESSMENT METHODS:

Combination of Coursework and Examination

## MODULE SYNOPSIS

### SD401 Marketing for the Services Industry

This introductory module provides students with a comprehensive understanding of marketing and its significance in the services industry. It covers the fundamental principles of marketing and offers insights into its application within organisations. By the end of this module, students will possess the ability to elucidate marketing principles, assess external business environments, gather and analyse data, critically evaluate marketing strategies, communicate effectively using various business media, and demonstrate awareness of contemporary marketing issues. This module serves as a foundational stepping stone for students embarking on their marketing journey, equipping them with essential skills and knowledge for success in the field.

### SD402 Financial Accounting in the Service Industry

This module will provide opportunities for students to learn basic accounting and finance. Students will acquire the necessary accounting skills and knowledge for recording accounting transactions and preparation of financial statements for organisations. This module aims to provide students who are not majoring in accounting or finance to understand the accounting process and to develop skills necessary to evaluate an organisation's financial position. It is operating, investing and financing activities.

### SD405 Service Delivery and Customer Satisfaction

It is essential to provide good/quality customer service to all types of customers, including potential, new and existing customers. Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business. An act of taking care of the customers' needs by providing and delivering professional, helpful and high-quality service and assistance before, during and after the customer's requirements are met can lead to greater customer satisfaction, more enjoyable experience for them. Students learn to critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate valuable solutions and analyse the service delivery process and discover the critical success factors of service quality.

## NUMBER OF MODULES:

15

## DURATION COMPONENTS

Classroom Training Hours: Approximately 36 Hours Per Module

## PROGRAMME OUTCOMES:

Upon program completion, students will:

- Develop a deep understanding of event management, acknowledging its multidisciplinary nature and diverse elements contributing to success.
- Cultivate confidence and enthusiasm for the dynamic event field, embracing its constant evolution.
- Apply best practices to innovate event planning and execution, emphasising creativity.
- Master elements of various event types, from venue selection to logistics and security, ensuring holistic logistics grasp.
- Acquire vital management skills, including budgeting, risk mitigation, and contingency planning for precise execution.
- Recognize challenges in delivering exceptional customer service within event management and offer actionable improvements.
- Demonstrate proficiency in interpersonal communication, research, and effective presentation.
- Prepare for event management careers or further studies, possessing a solid knowledge and practical skills foundation to excel in the industry.

## AWARDING BODIES:

Global School of Technology and Management

## TOTAL CONTACT HOURS:

480

### SD406 Business Environment

This module explores international business, addressing opportunities and challenges in the global landscape. It covers economic, political, legal, technological, demographic, socio-cultural, ethical, and ecological factors shaping the business environment. It equips students with skills to elucidate key business environment features, analyse global factors' impact, discuss effects on business operations, differentiate internal and external influences, and develop case analysis, presentation, communication, and teamwork skills.

### SD407 Introduction to Travel, Hospitality and Tourism Industry

This module is designed with the primary goal of fostering students' comprehension of the global and local travel, hospitality, and tourism industry. It delves into the industry's development, challenges, and worldwide significance. The module's approach is twofold: it imparts essential concepts, knowledge, and theories, providing a foundational understanding of the field, while also offering students practical experiences that allow them to apply their newfound knowledge to real-world scenarios. By the conclusion of this module, students will have gained a holistic insight into the intricacies of the travel, hospitality, and tourism sector, preparing them for further exploration and engagement within this dynamic industry.

### SD408 Competitiveness and Sustainability in Tourism and Hospitality

This module explores sustainable development in tourism and hospitality, considering perspectives from industry, consumers, and policymakers. It highlights the need for sustainable planning and management, linking strategies to sustainability, including corporate social responsibility and fair trade. It covers the roles of consumers, destinations, and industry stakeholders, defining sustainability, identifying key factors, and assessing stakeholder involvement. It discusses perspectives and priorities of consumers, businesses, and the public sector in sustainable tourism, aiming to apply these principles in contemporary management for a more sustainable future.

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**AD501 Applied Financial Management in Services**

This module provides students with a comprehensive understanding of finance and accounting in the services industry. Students acquire the necessary skills to ensure sustainable profits for various stakeholders. Topics covered include management accounting, costing, budgeting, corporate finance, and investment principles. The learning objectives include grasping fundamental finance and accounting concepts crucial for effective decision-making, identifying optimal investment opportunities, evaluating financial needs, analysing firm performance, and mastering the use of cost and management data for planning, decision-making, and control.

**AD502 Consumer Behaviour and Research**

This module delves into consumer behaviour in decision-making processes and its impact on marketing strategies. It encompasses concepts and theories from various disciplines like psychology, sociology, and economics to provide essential insights. Understanding consumer behaviour is vital for creating positive experiences and successful marketing strategies. Students will grasp crucial aspects and strategic implications of consumer behaviour. The learning objectives include examining theories from psychology, sociology, and anthropology, analysing consumer behaviour in diverse contexts, applying theoretical knowledge to understand buying behaviours, developing marketing tactics rooted in consumer psychology, and crafting consumer research plans.

**AD505 Managing Organisation and Human Resources**

The module on Managing Organisation and Human Resources delves into the critical role of effective human resource management in achieving organisational success. It revolves around comprehending the fundamental principles of people management that influence employee behaviour, attitudes, and performance. The primary learning objectives of this module encompass recognising the significance of human resource management for achieving both individual and organisational goals within the workplace, understanding the principles underpinning successful people management in various organisational contexts, acquiring the skills to navigate change constructively through effective management, gaining insights into contemporary best practices in people management concepts, and fostering reflective thinking for personal and professional development.

**AD507 Managing MICE Industry**

This module delves into the multifaceted world of MICE (Meetings, Incentives, Conventions, and Exhibitions) within the tourism sector, encompassing principles, practices, and critical success factors of these business events. It places a strong emphasis on evaluating the needs and management processes required for the successful organisation of such events. The key learning objectives revolve around describing MICE principles and practices, comparing international and Singaporean MICE practices, identifying ethical concerns in MICE management, analysing factors affecting critical success in MICE operations, providing recommendations for MICE management, and evaluating MICE development on local, national, and regional scales.

**AD509 Operations Analysis**

This module delves deep into the operational aspects and management practices of travel, tourism, and hospitality organisations, with a focus on managers' roles in problem identification and corrective action. It provides students with insights into service operations' nature, design, processes, and controls within the context of the hospitality industry. The module establishes a crucial link between operational department outcomes and various management functions in these sectors. Learning objectives include introducing key features of operations management, understanding operations in these businesses, exploring technology's role, grasping service-related concepts, and recognizing the significance of front-line staff in operations and health and safety management.

**AD508 Tourism Policy and Development**

This module focuses on tourism policy development and application through practical case studies. It covers policy formulation's significance in tourism development, exploring fundamental concepts and various perspectives, including social, ethical, and global dimensions. The course examines stakeholder roles and priorities in tourism destinations and encourages critical analysis of development outcomes. It demonstrates effective utilization of tourism policy and planning for sustainable management practices and equips students with the ability to analyse policy challenges and provide thoughtful recommendations.

**AD510 Information Communication Technology (ICT) and Media**

ICT and media have revolutionized business and governance practices, requiring organisations to master technology, media, and data utilization for competitive edge. Proficiency in these areas is vital for success across local and global markets. This module aims to develop an understanding of user-centric interface design, ICT and media's roles, contemporary strategies, and technology's impacts on supply and demand. It also fosters the ability to transform data into actionable business insights.

**ADIA508 Industry Attachment**

The Industrial Attachment program is a crucial element in the development of students pursuing a Higher Diploma in Hospitality and Tourism Management. As an integral part of the curriculum, students are required to complete a 24-week/6-month internship within their respective sectors. GSTM actively facilitates placement, ensuring that students gain practical, real-world experience in areas like finance, marketing, hospitality, logistics, and more. This internship provides students with a unique opportunity to apply classroom theories to practical situations, enhancing their decision-making and interpersonal skills while gaining insights into industry dynamics.

The Industrial Attachment program has several objectives. It contributes to the growth of local industries by providing skilled graduates, accelerating students' professional development, and bridging the gap between theory and practice. Students learn to apply theoretical concepts to real-world scenarios, preparing them for the complexities of modern businesses. Moreover, the program fosters cross-cultural communication skills, essential in today's global workforce. This preparation ensures that GSTM graduates are well-prepared to excel in their future careers, making a significant impact in their chosen fields.

**ADIP509 Industry Project**

In cases where students can't secure an industrial attachment, the Industry Project becomes crucial. This individual two-month project includes a 5000-word report. The project's topic needs prior school approval and must align with business organisation and management. Within two months of approval, students work on this project, integrating academic knowledge into real-world scenarios. Ideally, the project focuses on identified management issues or opportunities within an organisation.

Students actively develop, manage, and achieve project objectives in business management. They apply various theories and knowledge from their studies to address real-life scenarios, encouraging a comprehensive exploration of managerial aspects within a corporate project. This enables students to apply multiple theories and topics learned throughout their academic journey.