

# Specialist Diploma in Hospitality and Tourism Management

## OVERVIEW

The Specialist Diploma in Hospitality and Tourism Management provides the opportunity for students with or without experience to develop an understanding of the events industry and gain an insight into their competitiveness and sustainable management.

### PROGRAMME OBJECTIVES:

The programme objectives are to equip students with applied knowledge, understanding and skills for success in employment in the Hospitality and Tourism sector. It is also developing a wide range of skills and techniques, personal qualities and attributes essential for successful performance and immediate contribution to employment. This course is ideal for anyone at the beginning of their career or looking to improve their qualifications or career prospects in the Hospitality and Tourism Management and its related industries.

### ASSESSMENT METHODS:

Combination of Coursework & Examination

### NUMBER OF MODULES:

6

### DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

### MODULE SYNOPSIS:

#### SDMS401 Marketing for Services Industry

This module provides students with an introduction to marketing and its role in the services industry. It gives students an overview of the principles underpinning marketing activities and is both an introduction to the subject area.

#### SDHTM402 Introduction to Travel, Hospitality and Tourism Industry

The learning objective of this module is to provide students with an understanding of the tourism and hospitality industry, including its issues and development in Singapore and worldwide. This module also helps students to understand tourism and hospitality by providing them with the basic concepts, knowledge and theories of the industry as well as related practical experiences.

#### SDEHTM403 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.

### PROGRAMME OUTCOMES:

Upon completion of the programme, the students will be able to:

- develop an understanding of the hospitality operation, examining standards and services consistency in a range of areas
- explore different forms of tourism and identify how these are used in destination development and promotion, gaining knowledge of tourism supply and demand
- develop a good analytical ability in event management and operation
- improve communication skills
- demonstrate interpersonal, self-study, research and presentation skills through the course
- have adequate preparation for their careers or further studies in events, tourism or hospitality management area.

### AWARDING BODIES:

Global School of Technology and Management

### TOTAL CONTACT HOURS:

180

#### SDFA404 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. The 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, and it is operating, investing and financing activities.

#### SDBE405 Business Environment

This module course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of business for economic, political, legal, technological, demographic, social-cultural, ethical as well as ecological environments. This module focusses on the influences of various external environments at local, national and international levels on business organisations.

#### SDHTM406 Competitiveness and Sustainability in Tourism and Hospitality

The module discusses the application of sustainable development principles and preservation of its competitiveness in tourism and hospitality and examines industry, consumer and policy perspectives and priorities in sustainably managing tourism and hospitality. It highlights the importance of appreciating tourism and hospitality as a sector that needs to be planned and managed sustainably. The module stresses the interplay between management and sustainability, as well as their connection to related concepts such as corporate social responsibility and fair trade, and discusses the attitudes and responsibilities of consumers, destinations and industry players in sustainably managing tourism and hospitality.