

OTHM

The Organisation for Tourism and Hospitality Management



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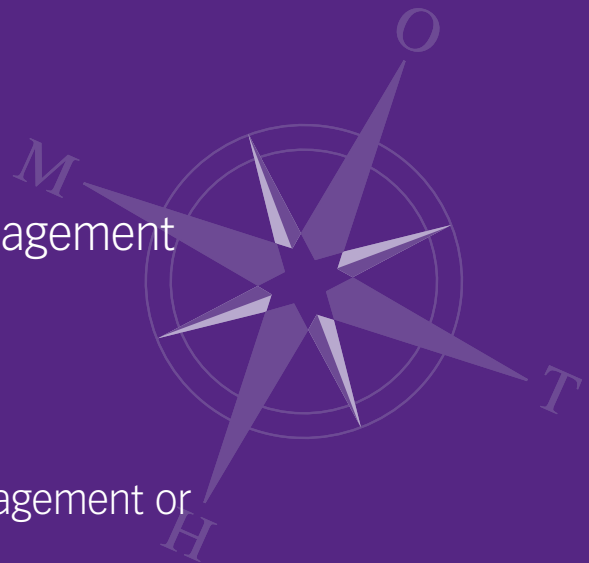
OTHM

POST GRADUATE DIPLOMA

International Tourism and Hospitality Management

Leading to...

MSc International Tourism and Hospitality Management or
MSc International Tourism Management





OTHM Mission Statement

To support the tourism and hospitality industry through training and education programmes and to supply experienced, focused and high quality personnel

- by providing a structure of professional training and continuous personal development
- by providing a network and forum for industry practitioners for their mutual benefit and support
- by supporting and encouraging ethical practice and standards in all facets of the industry

Welcome



TIM MURARI
OTHM CEO

The Organisation for Tourism and Hospitality Management has gained a reputation for setting high academic and training standards within the tourism and hospitality industry.

As part of our commitment to invest in quality education, we have researched and designed a new Post Graduate Diploma in International Tourism and Hospitality in collaboration with the University of Hertfordshire. The programme is valued by the university for 60 credits and enables holders to join the MSc in International Tourism and Hospitality or International Tourism Management in semester two of a one year Masters.

Current OTHM students who have successfully completed the Professional Higher Diploma of OTHM are eligible to enter the Post Graduate, along with British qualified BA (Hons) Tourism & Hospitality holders. International students seeking direct entry would ideally need a relevant first degree plus a Masters and a minimum of three years relevant industry experience.

Both the university and future employers are seeking the highest quality of candidate, possessing both a professional and academic Post Graduate qualification.

OTHM aims to set an industry bench mark for others to follow and we expect our selected centres to aim to deliver training at the highest level.

We look forward to you joining the OTHM Post Graduate Diploma and enjoying your studies and relevant work experience during certification.

A handwritten signature in black ink, appearing to read 'Timothy Murari'.

Tim Murari

MASM, MCAM, MCIM, PGCE, FOTHM

CEO and Director of Marketing and Planning OTHM





Introduction

The OTHM Post Graduate Diploma in International Tourism and Hospitality Management was researched, designed and constructed by four external OTHM examiners; experienced both in industry and the British university sector. The University of Hertfordshire has also maintained an input on syllabus, assessments and examination procedures.

We believe that the programme is unique, in that OTHM will have an ongoing input on delivery and quality control with our selected centres.

The OTHM Post Graduate Diploma prepares students for management within the tourism and hospitality industry. The continued growth of this industry has brought about an increasing need for flexible and skilled managers able to operate at all levels.

Target Group:

The course is designed to cater for local and international professionals within the industry who wish to gain the necessary qualifications and theoretical awareness to advance their careers or operations. It will also appeal to recent graduates who wish to acquire the specialist knowledge and qualifications necessary in order to manage tourism hospitality operations at a middle or senior management level.

Progression:

Upon passing the OTHM Post Graduate Diploma students can continue their studies at the University of Hertfordshire in Semester 2 and gain an MSc in International Tourism and Hospitality Management. Alternatively, students may enter or return to industry seeking management opportunities or career progression if returning to your employer.

Where can I study the Post Graduate Diploma:

The programme is being launched in July 2009 with examination and assessment opportunities each June and December.

The programme is initially being launched through selected centres in the UK, who will also aim to offer work placement opportunities for students on the 12 month teaching cycle. The OTHM Post Graduate Diploma will be also offered overseas; if centres achieve the appropriate teaching standards combined with the ability to network with local employers.

Introduction Workshops on Research Methodology

OTHM will initially input on workshops to assist the Post Graduate Diploma students to understand the techniques and processes for constructing and researching thesis (dissertation). The workshops will lay a foundation for the semester THREE dissertation supervision that will be conducted by the university.

Entry Requirements for the Post Graduate Diploma

- OTHM Higher Diploma (all six modules must be passed) with relevant 'audited' management experience within Travel, Tourism and Hospitality.
- or** ● BA (Hons) in Tourism & Hospitality from a British University with relevant 'audited' management experience within Travel, Tourism and Hospitality.
- or** ● Masters Holders with relevant 'audited' management experience within Travel, Tourism and Hospitality.
- OTHM may also consider mature students with 10 years or more senior management experience within Travel, Tourism and Hospitality
- A minimum IELTS score of 6.5, TOEFL 550 (213 CBT) or equivalent for those students of whom English is not their first language.



OTHM POST GRADUATE DIPLOMA

International Tourism and Hospitality Management

Students study the following FOUR modules at their chosen OTHM study centre.

Special note: OTHM centres may operate the Post Graduate Diploma as a six month intensive programme or a full academic year with possible work placement.

OTHM students successfully completing ALL FOUR OTHM Post Graduate Diploma modules qualify for direct entry into semester TWO at the University. Students will be advised by their OTHM study centre on the procedure for applying to the University of Hertfordshire.

Dynamics & Operations Management for International Tourism & Hospitality:

CREDITS: 15

Assessment Format: 50% Report and 50% Examination

This module provides a strong introduction to the tourism and hospitality industries at Masters level. The module profiles the industry and analyses key trends and statistics. It explores the factors which influence the micro and macro environments to assess the political, socio-cultural and economic perspectives of the industry.



The module then considers a range of operational management concepts to give students an in-depth insight into management functions in tourism and hospitality businesses. This will provide students with an understanding of the challenges faced by the industry in an ever-changing business environment, and provide the opportunity for them to develop management recommendations through the application of these models and frameworks.

International Tourism Marketing:

CREDITS: 15

Assessment Format: 100% Examination

This course provides participants with an in-depth understanding of the issues facing marketers in the field of international tourism. Particular attention is paid to the challenges of running international marketing communications campaigns and to strategic decisions which managers may have to make in international tourism marketing.





Human Resources Management in Tourism & Hospitality:

CREDITS: 15

Assessment Format: 50% Report and 50% Examination

The module aims to give students a comprehensive understanding of the way in which human resource management is planned and organised; developing students' awareness of human resource management (HRM) at both a conceptual and practical level.

The module will draw on a range of theoretical and empirical material. It will introduce the student to human resource management models which will facilitate the analysis and evaluation of the effectiveness of 'people management' and the impact of HRM policies on organisational performance. Each of the major policy areas of HRM will be reviewed; with particular attention to recruitment and selection, learning and development, payment and reward, and performance management. Each of these topics will be examined from a variety of perspectives, emphasising the fact there is no one 'best way' to manage human resources.



Ethical Dimensions of Tourism:

CREDITS: 15

Assessment Format:

70% Report and 30% Reflective Diary

This module provides students with the opportunity to develop their knowledge and understanding of ethics in general and of tourism ethics in particular. Students examine and analyse a range of ethical concepts and practices applied to tourism, from professionalism values to fair trade principles, via corporate responsibility and the increasing number of 'tourist codes of ethics'. An original feature of the module's teaching, learning and assessment strategy is the fact that students have to keep a reflective diary to record and map their own learning about tourism ethics, as they gradually discover analytical tools and frameworks that can help them understand and formulate their own ethical stance towards tourism and tourism research. For their assessment, students also have to research in depth the ethical dimensions of a contemporary tourism issue of their choice.

UNIVERSITY OF HERTFORDSHIRE

MSc. International Tourism and Hospitality Management

MSc. International Tourism Management

Students can continue their studies at the University of Hertfordshire in Semester 2 and gain a MSc in either International Tourism and Hospitality Management or International Tourism Management

Decision Making for Managers

CREDITS 15

The module provides an introduction to finance, accounting and financial decision making for the non-specialist. It explains and demonstrates the role of accounting information in supporting the management functions of planning, control and decision making.

International Tourism/Hospitality

CREDITS 15

Case Studies

Through desk-based research and an individual written report you will build and demonstrate an understanding of contemporary developments in tourism product delivery and policy variations across international contexts. Group presentations and seminar sessions enable you to develop verbal communication and critical appraisal skills by sharing and discussing examples of good tourism delivery and policy practice.

Managing Tourism and Hospitality SMEs

CREDITS 15

This module explores the nature of small and medium sized firms in tourism and hospitality and the specific business challenges they face to deliver the customer experience. In particular, it considers different management styles; legislation and regulation; sources of funding; marketing and public relations; recruitment and training; the importance of networks and communication; and selling, purchasing and negotiating skills.

Dissertation: Tourism/Hospitality

CREDITS 60

The dissertation provides the opportunity to deepen your knowledge and understanding of a specific aspect of tourism and hospitality management, and to apply postgraduate level skills of independent research, analysis, evaluation, writing and presentation. You will have the support of formal teaching in research methodology, guidance from your personal tutor, student-led group meetings and a number of tutorial sessions.



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MSC. International Tourism and Hospitality Management Event Management

CREDITS 15

Staging and sponsoring events at regional, national and international levels involves a variety of marketing and management issues. This module develops your understanding of contemporary themes ranging from approaches to development, through product design and operation to impact assessment. It also looks at sponsorship of major events including the criteria stipulated by sponsors.

Hospitality Product Development at Les Roches International School of Hotel Management, Switzerland

(a supplementary fee applies)

CREDITS 15

This module focuses on the nature and characteristics of hospitality products and their direct relationship with consumer behaviour. It examines existing and predicted product provision, and highlights the importance of innovation and product modification to satisfy consumer expectations and maintain market leadership. You will develop an understanding of factors that affect products; the importance of cultural differences; and issues of destination management.

MSC. International Tourism Management Planning for Tourism Destinations

CREDITS 15

This module considers how planning influences the success or failure of a tourist destination. You will build an understanding of international and supranational tourism planning and policies, and planning restrictions. By studying case studies from around the world, you will evaluate how planning varies for different destinations. You will apply your learning by developing a tourist destination plan for a country or region of your choice.

The Tourist Experience at IPAG France

(a supplementary fee applies)

CREDITS 15

This module focuses on different aspects of the tourist experience and the complexities of the international tourist market. Content provides a multi-disciplinary understanding of travel and tourism behaviour and motivation by introducing concepts in consumer psychology; methods of tourism research; theories of tourist behaviour and satisfaction; the valuation of experience; and the difficulties in managing intangible tourist qualities.

OTHM Recognition & Accreditation May 2009



OTHM Approved Qualifications are recognised by UKBA

An approved qualification for UKBA purposes will be one which is:

- Recognised by one or more bodies via a formal articulation agreement with the awarding body.

(Page 11 point 37 Para 3: Home Office-UK Border Agency website: Students under the Points Based System (Tier 4) Statement of Intent)



Special note: OTHM has a formal Articulation agreement with the Vice Chancellors office of the **London South Bank University (LSBU)**. – see OTHM Website for further details.

The **London South Bank University (LSBU)** is the original academic partner of OTHM; supporting and advising OTHM on the design and structure of OTHM levels and individual units.



OTHM has close working relationships with both bodies on matters concerning college compliance, quality control and CPD training activities. **People 1st** and **Federation of Awarding Bodies (FAB)**. See OTHM Website for further details.



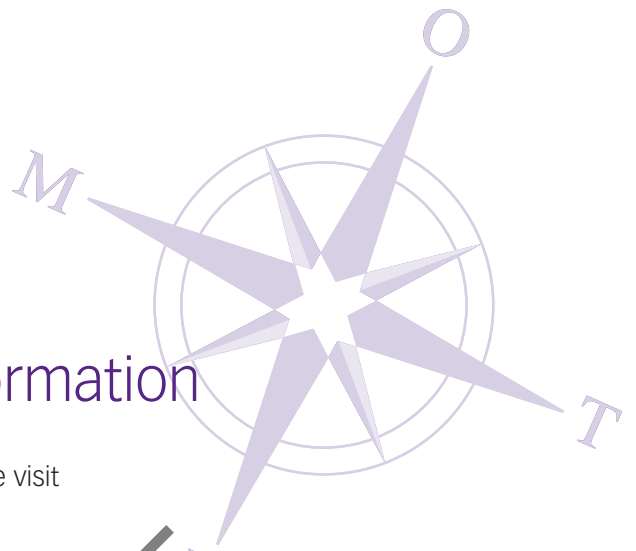
The following universities are also pleased to accept OTHM qualified students to forward applications for direct entry into year one, year two and final year of their BA (Hons) in Tourism & Hospitality or in relevant cases direct entry into Post Graduate and Masters level programmes at the university.



BAC and **ASIC** are the two leading accreditation bodies for Independent Further and Higher Education colleges in the UK, recognise colleges offering OTHM programmes. OFSTED www.ofsted.gov.uk appointed **ASIC** and **BAC** to assist with the accreditation and monitoring of quality standards in this sector.



For further details of OTHM's corporate relationships and testimonials, please go to www.othm.org.uk > **Recognition and Relationships**



Application and Fees Information

For study centres and the latest fees information please visit
www.othm.org.uk

Useful OTHM contact details:

For further details or to register as an OTHM Centre, Student or Member please go to www.othm.org.uk and visit the Contact OTHM section.

Address: The Organisation for Tourism and Hospitality Management
(OTHM)
SBC House
Restmor Way
Wallington
Surrey
SM6 7AH
United Kingdom

Telephone: +44 (0) 20 8773 7677

Fax: +44 (0) 20 8773 8300

Web address:

www.othm.org.uk

Contact Email: info@othm.org.uk

Office Hours: Monday - Friday
9.30am - 5.30pm (GMT)

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TRAVEL



TOURISM



HOSPITALITY

