



# STREAMLINE YOUR PATH TO HIGHER EDUCATION

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- **LEVEL 3 DIPLOMA** IN HOSPITALITY AND TOURISM MANAGEMENT
- **LEVEL 4 DIPLOMA** IN HOSPITALITY AND TOURISM MANAGEMENT
- **LEVEL 5 DIPLOMA** IN HOSPITALITY AND TOURISM MANAGEMENT
- **BA (HONS) INTERNATIONAL HOSPITALITY BUSINESS MANAGEMENT (TOP-UP)**

# WHY CHOOSE iBp?

## (INTELLIGENT BACHELOR'S PATHWAY)

**iBp's** provide students with flexible, stackable qualifications in various career pathways, recognised worldwide. Our programme is designed for individuals seeking to **fast-track** their academic and professional goals. Through comprehensive courses and partnerships with top universities, **iBp's** prepare students for successful careers and advanced degrees.

### PROGRAMME GOALS

- Provide foundational and advanced skills to prepare students for career readiness and further study.
- Offer flexible, stackable qualifications with seamless progression from diplomas to degree programmes.
- Deliver globally recognised qualifications accredited by **ATHE** and **Qualifi**, enhancing international career and academic opportunities.

### KEY BENEFITS

- Flexible Learning: Study at your own pace with online courses tailored to fit your schedule.
- Global Accreditation: Earn qualifications recognised by **ATHE** and **Qualifi**, opening doors to international career and academic opportunities.
- Industry-Relevant Learning: Engage in practical assignments and case studies that reflect real-world challenges, enhancing your employability.
- Non-Examination-Based Assessment: Compile a portfolio that demonstrates your skills and knowledge without the pressure of exams.

## ACCREDITATION & PARTNERSHIPS



**iBp** courses are accredited by **ATHE** and **Qualifi**, and recognised on the **Ofqual** Register. Our academic partnerships with prestigious institutions, such as the **University of Bolton** and **Bangor University**, provides seamless progression for students who wish to continue their studies with a **Bachelor's top-up degree**.



# COURSE OVERVIEW

## **LEVEL 3 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

This course provides foundational knowledge in hospitality operations, customer service, and event planning. It equips students with the skills needed for entry-level roles or further studies in the hospitality and tourism industries.

## **LEVEL 4 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

This course will develop students' skills in hospitality operations, leadership, and customer service. It prepares students for supervisory roles in the hospitality sector or further studies, focusing on event management, tourism, and strategic planning.

## **LEVEL 5 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

This course advances students' skills in strategic planning, leadership, and operations management. It prepares students for senior roles in the hospitality industry or further academic studies, focusing on sustainability, customer service, and business development.

## **BA (HONS) INTERNATIONAL HOSPITALITY BUSINESS MANAGEMENT (TOP-UP)**

Accredited by the Institute of Hospitality, the online International Hospitality Business Management BA (Top-Up) degree equips students with industry-relevant skills and knowledge through a curriculum shaped by extensive consultation with hospitality professionals. The program focuses on key aspects of hospitality management, offering opportunities to build both broad and specialized expertise essential for success in today's dynamic hospitality sector.

## **ASSESSMENT METHODS**

Levels 3, 4 and 5 are assessed through a portfolio of evidence. BA (Hons) International Hospitality Business Management (Top-Up) is assessed through coursework with a range of methods, such as essays, research reports, presentations, group work and practical reports.



# ADMISSION

Applicants need a relevant qualification for admission:

- Level 3: Level 2 or equivalent qualification
- Level 4: Level 3 or equivalent qualification
- Level 5: Level 4 or equivalent qualification
- BA (Hons) will require that the candidate has 6 months work experience on a full-time basis

# TECHNICAL REQUIREMENTS



Our platform for course delivery is fully technology-driven; therefore, students will need regular access to a reliable electronic device, such as a PC, laptop, or tablet.



Students will need a stable internet connection with sufficient data to access online resources and participate in programme activities.



# COURSE STRUCTURE

## LEVEL 3 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

### 1. INTRODUCTION TO THE TOURISM INDUSTRY (30 CREDITS)

Explore the intricacies of The Tourism Industry where students will cultivate a deep knowledge and understanding of the dynamic landscapes within which organisations thrive. This module serves as a foundation, fostering comprehension of the diverse and frequently intricate contexts that shape the functioning of organisations.

### 2. INTRODUCTION TO THE HOSPITALITY INDUSTRY (30 CREDITS)

This module introduces the fundamentals of the hospitality industry, covering its various sectors, operational functions, and the importance of customer service. Students will gain insights into the structure and dynamics of hospitality businesses, equipping them with the knowledge needed for entry-level roles.

### 3. INTRODUCTION TO MARKETING FOR HOSPITALITY AND TOURISM (30 CREDITS)

This module focuses on the principles of marketing within the context of hospitality and tourism. It covers market research, consumer behaviour, and marketing strategies, providing students with the tools to develop effective marketing plans tailored to the unique needs of these industries.

### 4. INTRODUCTION TO CUSTOMER SERVICE FOR HOSPITALITY AND TOURISM (30 CREDITS)

This module emphasises the significance of excellent customer service in hospitality and tourism. It addresses customer service skills, strategies for managing customer interactions, and methods for resolving complaints, ensuring that students understand how to deliver high-quality service experiences.

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DIPLOMA**

**LEVEL 4  
EXTENDED  
DIPLOMA**

**LEVEL 5  
EXTENDED  
DIPLOMA**

**TOP-UP  
DEGREE**



# COURSE STRUCTURE

## LEVEL 4 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

### 1. SUSTAINABILITY IN TOURISM AND HOSPITALITY MANAGEMENT (30 CREDITS)

In this module, students will explore the essential principles of sustainable development within the tourism and hospitality sectors. They will gain insights into the strategic planning required to implement sustainable practices across diverse destinations. The module covers the latest industry trends and introduces key models used in planning and management, equipping students with a comprehensive understanding that they can apply to real-world scenarios.

### 2. OPERATIONS MANAGEMENT IN TOURISM AND RESORT OPERATIONS (30 CREDITS)

This module provides students with a deep understanding of operations management within the tourism industry, with a focus on resort operations. Students will explore holiday management and examine the marketing and distribution methods used to sell holidays. They will also have the opportunity to make strategic and tactical decisions to address operational management challenges, ensuring success in real-world scenarios.

### 3. MANAGEMENT OF VISITOR ATTRACTIONS (30 CREDITS)

This module aims to help students develop a broad understanding of the nature, development, and management of visitor attractions. Students will explore tourist motivation theories, analyse their impacts, and identify ways to enhance visitor experiences. The module also covers the techniques used to manage visitor attractions effectively, with a focus on achieving sustainability.

### 4. EMPLOYABILITY AND DEVELOPMENT IN THE HOSPITALITY INDUSTRY (30 CREDITS)

This module equips students with the essential knowledge and understanding needed for effective employment and career growth in the hospitality industry. Students will also explore the dynamics of teams and groups, as well as develop leadership and communication skills crucial for success in the field.

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# COURSE STRUCTURE

## LEVEL 5 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

### 1. TOURISM DESTINATION MANAGEMENT (30 CREDITS)

In this module, students will develop knowledge and understanding of national and international tourist destinations, including the cultural aspects and characteristics of the local populations. Students will also examine current trends and their impacts, along with exploring selling techniques within the context of the travel and tourism industry.

### 2. ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY MANAGEMENT (30 CREDITS)

This module provides knowledge and understanding of the skill set and characteristics of entrepreneurs within the context of the travel and tourism industry. Students will have the opportunity to analyse their own entrepreneurial skills in the start-up and development of an enterprise to achieve success.

### 3. CULTURAL TOURISM MANAGEMENT (30 CREDITS)

This module provides students with the knowledge and understanding of the cultural and heritage sector within the travel and tourism industry. Students will gain an in-depth understanding of the growth and development of this sector and explore the potential conflicts that could arise. The module also offers an opportunity to investigate the role and scope of the cultural and heritage sector and its impacts on management.

### 4. RESEARCH PROJECT (30 CREDITS)

This module is designed to develop students' skills in conducting independent research and inquiry into a chosen research topic. Students will explore various research techniques and methods, along with the key elements required to carry out successful research. The module also covers the theories that underpin formal research. Students are required to seek approval from their tutor before starting their research project.

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# COURSE STRUCTURE

BA (HONS) INTERNATIONAL HOSPITALITY BUSINESS MANAGEMENT (TOP-UP)

## 1. LEADERSHIP AND MANAGEMENT IN CONTEXT (20 CREDITS)

Explores leadership theories and management practices within hospitality, focusing on how different contexts influence decision-making and organizational success.

## 2. MANAGEMENT RESEARCH PROJECT (20 CREDITS)

A self-directed research project allowing students to investigate a hospitality-related topic in depth, developing analytical, research, and presentation skills.

## 3. MANAGING CULTURAL ISSUES IN SERVICE DELIVERY (20 CREDITS)

Examines the impact of cultural diversity on customer service and team dynamics, highlighting strategies for effective cross-cultural communication and management.

## 4. STRATEGIC HOSPITALITY OPERATIONS MANAGEMENT (20 CREDITS)

Focuses on strategic planning and operational decision-making in hospitality, aiming to optimize performance and achieve long-term business goals.

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TO APPLY, SIMPLY CONTACT OUR ADMISSIONS TEAM AT  
**INFO@GENEXINSTITUTE.COM** TO BEGIN THE PROCESS.

