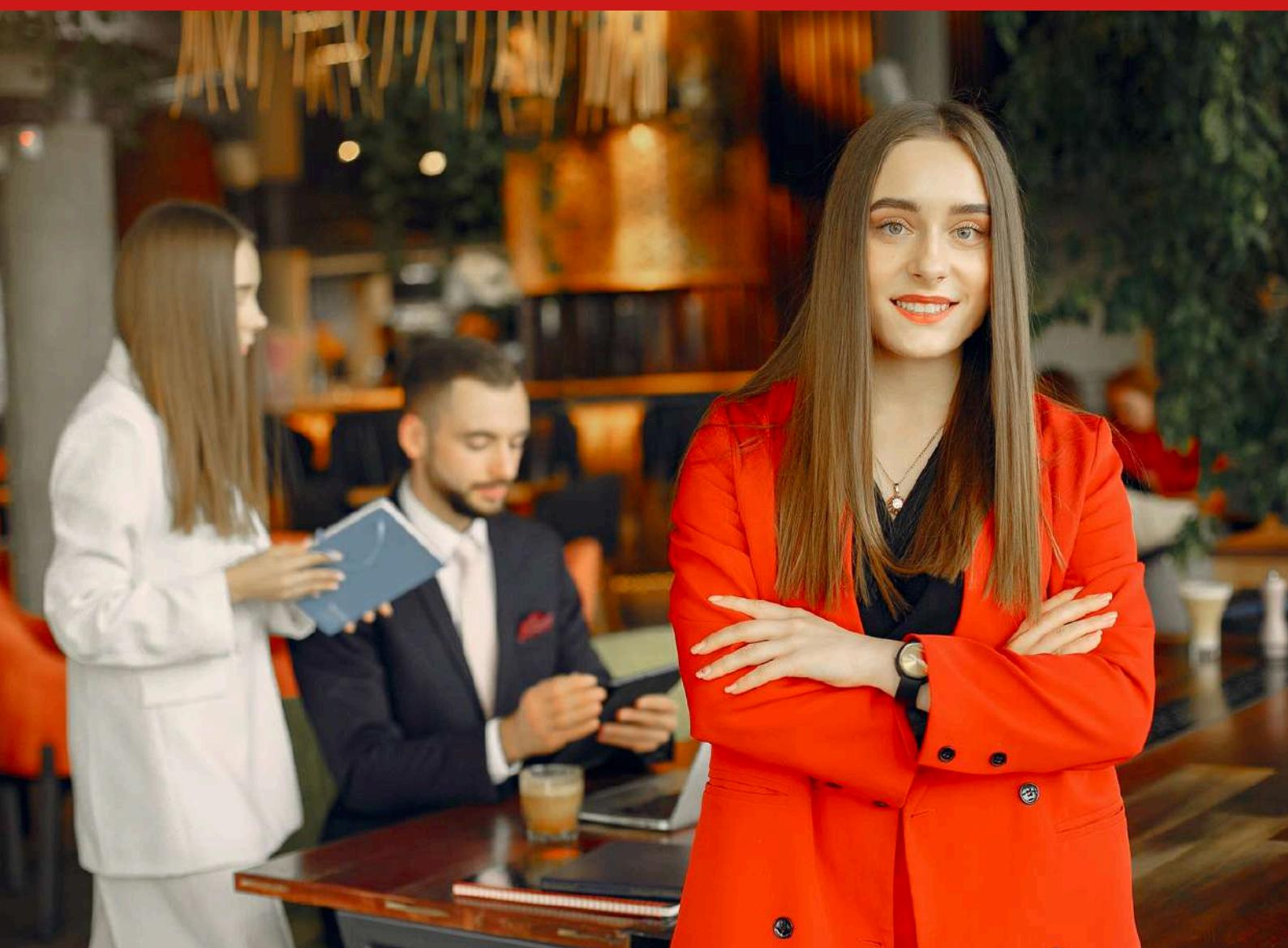


CAPITAL  
EDUCATION

27  
YEARS  
SINCE 1998

GROOMING  
FUTURE DESIGN  
& BUSINESS  
LEADERS

# Level 3 Diploma in Hospitality & Tourism Management



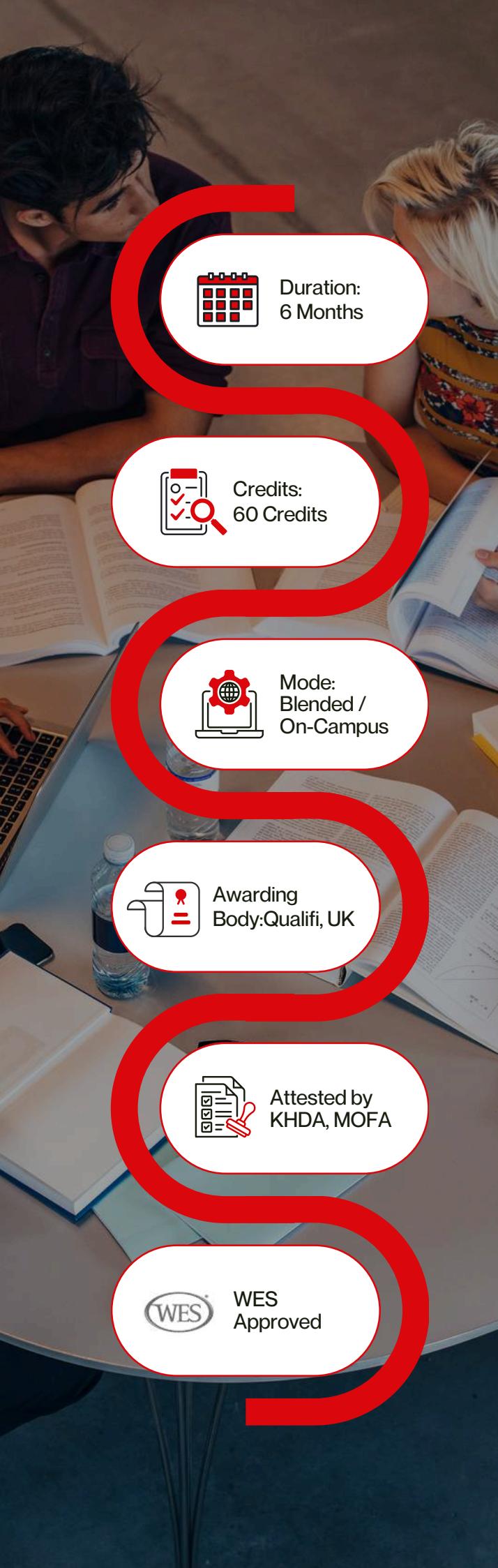
# Course Overview

The Level 3 Diploma in Hospitality & Tourism Management develops current and future managers, promoting professionalism in the sector. It builds leadership and management skills with practical insights for today's and tomorrow's businesses. The program connects to key industry developments and gives learners both vocational and academic understanding.

## Learning Outcomes

- Understand and apply management principles in hospitality, tourism, and business
- Explore business management in real-world industry settings
- Bridge theory with practical application to boost employability
- Analyze business-specific problem-solving techniques
- Gather and evaluate information from diverse sources
- Strengthen communication skills
- Work independently and collaboratively
- Manage personal development and growth





# Entry Requirements:

Must satisfy one or more of the following:

- Level 2 and/or High School
- Age 16 years and above
- Professional profile with work experience may enter directly

## Modules

- Introduction to the Tourism Industry
- Introduction to the Hospitality Industry
- Introduction to Marketing for Hospitality and Tourism
- Introduction to Customer Service for Hospitality and Tourism

## Progression

Upon completing this Level 3 diploma, learners can progress to the Qualifi Level 4 Diploma move into first year of a degree program.

*Credits accepted for entry depends on University entry criteria.*



WES  
Approved



# Module Description

## **Introduction to the Tourism Industry (H/617/5595)**

Gain a broad understanding of the tourism industry, including its structure, different forms of tourism, and how the industry is developing. Explore the roles of tour operators and travel agents, and their functions in various markets.

## **Introduction to Marketing for Hospitality and Tourism (A/617/5599)**

Understand how external factors affect hospitality and tourism businesses. Develop skills to create a marketing mix (7p's) that helps organisations compete, and learn to evaluate marketing activities professionally.

## **Introduction to the Hospitality Industry (M/617/5597)**

Learn about the hospitality sector, including hotel and food service providers. Understand hotel grading and classification, hotel facilities, and the characteristics of restaurants and bars across different locations.

## **Introduction to Customer Service for Hospitality and Tourism (M/617/5602)**

Explore the importance of customer service in hospitality and tourism. Learn how corporate policy and culture affect service levels, and develop tools to improve customer care, including feedback mechanisms and consideration of ethics and cultural diversity.



For Enquiry

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