

Diploma  
in  
**HOSPITALITY  
MANAGEMENT**

*Syllabus*

Prepare for a career

that's anything but ordinary

## Diploma in Hospitality Management

**Summary:** This diploma will provide candidates the opportunity to gain advanced knowledge in global hospitality management. The diploma covers the nature & scope of global hospitality industry, external environmental factors influencing global hospitality industry & its growth, global brands in international hospitality industry, global accommodation & food-service industry and quality in the context of global hospitality sector.

Summary of learning outcomes		Summary of the content for each learning outcome	Assessment criteria for each learning outcome
1	Explore the nature and scope of global hospitality industry	Defining hospitality, history, size & scope of the hospitality industry, serviced & non-serviced accommodation, the foodservice sector, government related hospitality organisations, grading organisations and other hospitality-related services.	<ul style="list-style-type: none"> <li>Identify relevant concepts within scope of global hospitality sector</li> </ul>
2	Explore the external influences on the hospitality industry	PEST analysis, factors affecting the hospitality industry, socio-cultural influences, socio-cultural positive/ negative impacts of tourism & hospitality, factors influencing hospitality spending and positive/ negative economic impacts of tourism & hospitality.	<ul style="list-style-type: none"> <li>Identify external factors influencing the global hospitality</li> </ul>
3	Explore the factors influencing the hospitality industry growth	The increase in international tourism, socio-cultural factors influencing the industry's development, technological factors influencing the industry's development, economic factors influencing the industry's development, environmental factors influencing the industry's development and political factors influencing the industry's development.	<ul style="list-style-type: none"> <li>Identify external factors influencing the growth of global hospitality</li> </ul>

4	Explore the growth of global brands for hospitality industry	The growth of global hospitality brands, categories of branding, benefits of branding, leading global hospitality brands, franchise agreement, multinational hotel group development, management contracting, strategic alliances and consortia.	<ul style="list-style-type: none"> <li>• Identify the concepts/ understanding behind the growth of global brands in hospitality</li> </ul>
5	Explore the accommodation & food-service industry	Hotel location decisions, different types of accommodation (catered/ serviced, self-catered /non-serviced), distribution systems, distribution intermediaries, advantages & disadvantages of distribution channels, size/ scope of food-service industry, reasons for eating out, factors in the meal experience, standard industrial classification (SIC), different types of foodservice or catering, different types of restaurants, fast-food & take-aways, contract catering & employee feeding, employee feeding operations, public sector & welfare catering, travel catering, food production methods, trends in food service & production, legislation, health & safety issues, environmental issues and the impact of 'credit-crunch' on the industry.	<ul style="list-style-type: none"> <li>• Identify relevant concepts about the accommodation industry</li> <li>• Identify relevant concepts about the food-service industry</li> </ul>
6	Understand the quality aspects in global hospitality	Definitions of quality, characteristics of service products, definitions of service quality, technical & functional quality, five-gap model, attributes of service quality, total quality management, quality standards certifications, key elements in quality management, quality management excellence model, the internationalisation of quality, the advantages of international employees for organisation, expat employment, standards of performance or 'standard operating procedures' (SOPs) and quality monitoring & measurement.	<ul style="list-style-type: none"> <li>• Identify the quality issues &amp; management in global hospitality</li> </ul>