



# Diploma in TOURISM MANAGEMENT

The Diploma in Tourism Management programme content has been developed for students who are already part of as well as those who wish to join the hospitality and tourism industry in managerial capacities. It is designed to provide students with the relevant knowledge, understanding and skills required in the professional field or towards an undergraduate degree.


## Learning Outcomes

Upon successful completion of this course, graduates will be able to:

- Have the educational foundation required for a range of administrative and management careers in tourism and hospitality.
- Be critical and creative scholars who produce innovative solutions to problems, apply research skills to business challenges and communicate effectively and perceptively.
- Possess a range of skills and techniques, personal qualities and attitudes essential for successful performance in working life.

## RUSHMORE BUSINESS SCHOOL

RUSHMORE COMPLEX,  
SODNAC LINK ROAD,  
QUATRE BORNES,  
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## STUDY MODE

Full Time / Part Time

## DURATION

2 Years

## TUITION FEES PER YEAR (USD)

4,000

## ENTRY REQUIREMENTS

2 A-Levels or equivalent

## HOW TO APPLY

Complete and submit the attached application form along with:

- four passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of USD 100

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

## Awarding Institution

Confederation of Tourism and Hospitality (UK)

## Course Structure

### Year 1

#### Semester 1

- Travel and Tourism Operations
- Travel Geography
- Finance in Tourism and Hospitality
- Customer Service Management in Tourism and Hospitality

#### Semester 2

- Destination Analysis
- Travel and Tourism Supervision
- Global Tourism and Hospitality

### Year 2

#### Semester 1

- Understanding Funding and Finance in Tourism and Hospitality
- Human Resource Management in Tourism and Hospitality
- Tour Operations Management

#### Semester 2

- Customer Relationship Management in the Tourism and Hospitality industry
- Strategic Marketing in the Tourism and Hospitality industry
- Contemporary Issues in the Tourism and Hospitality industry
- Sustainable Tourism and Destination Development

