LEVEL 6 ADVANCED DIPLOMA IN TOURISM AND HOTEL MANAGEMENT (HOS06001RQ24)

Programme Modules

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Credit Explanation

DCT Programmes are Nationally Recognised Qualifications, accredited by the National Qualification Centre who sit within the UAE's Ministry of Education. Our Awarding Body is KHDA and we follow the Qualification Framework of the United Arab Emirates, found in the QFEmirates handbook.

A Level 6 Advanced Diploma qualification consists of 132 credits. As per NQC regulations, of these 132 credits, a maximum of 20 credits can be from modules that are at Level 4 and a maximum of 70 credits can be from modules that are at Level 5.

One credit = 15 hours of study time. Therefore 132 credits equate to 1,980 notional hours of study. Every 15 hours of study time is comprised notionally of 11 hours formal instruction and 4 hours formally structured skills development for Knowledge and Skills-based modules.

There are compulsory Application-based modules which we call 'Industry Internships' at DCT. Students must participate in credit-baring internships each year, resulting in a minimum of 37 weeks spent on an official work-placement by the time they graduate.

Stream and Core Modules for this programme

Tourism and Hospitality are closely intertwined sectors that rely on each other to thrive. They work in tandem to meet the needs and preferences of travelers, providing a wide range of services and activities that enhance the overall tourism experience. DCT's Level 6 Advanced Diploma in Tourism and Hotel Management allows students to choose a preferred subject 'stream' of either Tourism or Hospitality when they join the college. They must then take all of their preferred stream modules, plus a number of core modules where all students will study together and learn from each other's expertise. The descriptors below therefore indicate whether the module is a Tourism stream module, a Hospitality stream module or a Core module.

Tour Guiding (TSM04009RU)

Tourism Stream Module				
Credit value	6	QF Emirates Level	4	Duration (hours)	90

Aim	This module aims to provide learners with the knowledge and skills required to work effectively as a tour guide. The module gives the learners an overview of the industry including types of tours, responsibilities of a tour guide and the key stakeholders involved in the execution of a tour. The content covered in this module enables potential tour guides to plan guiding activities, communicate with tourism industry operators, sharpen the soft skills required to excel in their role, and to apply discretion and judgement within established organisational procedures. Learners are also exposed to key legal, ethical, safety, environmental and professional development issues that tour guides must consider in their day-to-day work to be successful.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Plan a guided tour around a popular area or attraction in Dubai

2. Prepare the necessary documents required to conduct a tour

3. Conduct a guided tour to participants in the role of a tour guide

4. Evaluate the success of a guided tour using participant feedback

Introduction to the Tourism Industry (TSM04007RU)

Tourism Stream Module				
Credit value	4	QF Emirates Level	4	Duration (hours)	60

Aim	This module introduces learners to the tourism industry, starting with the history of tourism, the purpose of travel and the importance of contemporary tourism to global economies. Learners will study the various sectors and offerings within the industry, examining the interactions between the different elements such as accommodation, transport, events, attractions and the variety of tourism services. This will support learners in developing an appreciation of the travel and tourism experience. Learners will then explore how to search for and use current and emerging information on the tourism industry to meet the needs of customers. This will lead into an overview of trends in the tourism industry, factors that impact trends and therefore disrupt the movements of inbound, outbound and domestic visitors. The laws and ethical issues relevant to the industry will be discussed, along with an overview of employment opportunities and the skills required to undertake positions available in the tourism sector. A common thread

	through the module will be the tourism industry in Dubai, its growth in recent years and importance to the local economy.
Module Learning Outcomes	

At the end of this module, learners will be able to:

1. Explore key tourism concepts including sectors, customer segments and economic impacts
2. Explain the offerings of tourism businesses and how they remain compliant
3. Explain the key career roles within the tourism industry and their associated skills
4. Review current trends in tourism that are shaping the industry in Dubai and internationally

Introduction to the Hospitality Industry (HOS04022RU)

Hospitality Stream Module					
Credit value	4	QF Emirates Level	4	Duration (hours)	60
Aim	The purpose of this module is to provide learners with an introduction to the Hospitality industry, both globally and within Dubai. Learners will be introduced to the various types of hospitality establishments, including their function, structure and services offered. The importance of the industry to local and global economies will be explored, alongside key trends that are shaping the industry both locally and internationally. Learners will learn about key job roles and skill requirements within hospitality organisations, whilst considering regional recruitment challenges and possible solutions. The hospitality industry often supports and enhances other offerings for tourism, events and retail; these relationships will also be introduced.				
Module Learning Outcomes					

At the end of this module, learners will be able to:

1. Describe the local and global hospitality industry in terms of structure, scope and economic impact
2. Compare common accommodation and F&B establishment types, including their ratings and the facilities and services that they offer
3. Explore the key roles within the hospitality industry and associated skills
4. Explain current trends in hospitality that are shaping the industry in Dubai and internationally

Food and Beverage Service (HOS04014RU)

Hospitality Stream Module							
Credit value	6	QF Emirates Level	4	Duration (hours)	90

Aim	This module is designed to give learners an understanding of the fundamental skills and knowledge required to provide quality food and beverage service in a range of settings. The learners will begin by exploring the food and beverage establishments in Dubai, UAE and the types of services they supply, alongside the specific job roles required for these services. They will acquire both operational knowledge and skills, which includes preparing the restaurant for service, taking reservations, welcoming and serving guests. They will also be held accountable for processing accounts and closing operations. The learners will explore F&B activities and procedures required for a variety of in-house functions such as weddings, buffets, cocktail parties and room service.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Examine food and beverage establishments in Dubai

2. Deliver professional food and beverage service

3. Process and balance guest accounts and take payments through cash and non-cash transactions using a Point of Sale (POS) system

4. Describe food and beverage activities, procedures and required equipment for both in-house functions and in-room dining

Financial Accounting and Control (HOS04013RU/TSM04002RU)

Core Module							
Credit value	4	QF Emirates Level	4	Duration (hours)	60

Aim	This module will introduce and develop basic analytical skills that employees and managers require in terms of facilitating effective financial planning, control and decision making in a service industry context. Learners will acquire the skills and knowledge required to interpret financial information used by organisations to monitor business performance and provide information on operational and departmental financial activities. On successful completion of this module, students will be able to interpret financial statements, perform breakeven analysis and calculations, create and interpret budgeting and forecasting data as well as calculate and explain key performance indicators such as financial ratios.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Examine financial accounting systems in current use	
2. Apply financial accounting techniques effectively	
3. Apply tools for effective financial planning and control	
4. Calculate financial ratios accurately	

ICT Essentials (HOS04017RU/TSM04005RU)

Core Module					
Credit value	6	QF Emirates Level	4	Duration (hours)	90
Aim	This module provides learners with a basic understanding and hands on application of ICT concepts and standard computer applications that are commonly used to support administrative functions in a work environment. Learners will gain proficiency in the basic use of word processing applications and spreadsheets that are essential to use in business environments where computer, smart phone, tablet use is required. This module covers content that fulfils the requirements for learners to sit for the Basic Skills Certificate examinations for ICDL: an industry standard in ICT.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Use devices to create and manage files across networks using safe data practices
2. Use essential online skills
3. Use Microsoft Word to carry out basic word processing tasks
4. Use Microsoft Excel to create basic spreadsheets

Research Special Interest Tourism in the UAE (TSM05012NU19)

Tourism Stream Module					
Credit value	3	QF Emirates Level	5	Duration (hours)	45
Aim	This unit aims to provide learners with the knowledge and skills to investigate the special interest tourism market in the UAE.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Explain the scope and development of special interest tourism
2. Conduct market research for special interest tourism in the UAE.

Describe Changing Patterns of Tourism (TSM05004RU)

Tourism Stream Module					
Credit value	3	QF Emirates Level	5	Duration (hours)	45
Aim	This module will provide learners with the knowledge and skills to explain the evolution of tourism from classical times to today's use of leisure time for holidays and travel. Learners will begin by exploring the growth and development of the tourism industry, looking at areas such as major historical influences and how technological advances have impacted the industry. Learners will then learn about industry patterns including the various life stages that a destination goes through over time, changes in tourist behaviour in response to factors such as age, income and travel experience, as well as unforeseeable disruptors such as natural disasters. The unit will employ case studies to illustrate successful and unsuccessful examples of destinations and tourist sites that have responded to such patterns.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Describe the growth and development of the tourism industry
2. Explain the factors driving tourism decision making behaviour
3. Assess contemporary issues driving change in the tourism sector

Rooms Division Management (HOS05014RU)

Hospitality Stream Module					
Credit value	4	QF Emirates Level	5	Duration (hours)	60
Aim	This module aims to develop learners' understanding of the rooms division department within the hotel operations and explore ways in which this area can be managed to deliver customer service and operational efficiency. Learners will develop an understanding of this department as a major revenue generator and will learn about maximizing hotel revenue and productivity, using pricing strategies and cost calculation methods. Inventory and cost control concepts will also be studied and learners will develop capabilities to effectively manage the rooms division department as a key functional department. The module will also employ Cesim Hospitality simulation solution in order to achieve a holistic				

	understanding of the linkages between different functions of the hotel and rooms division operations and their impact on financial and non-financial performance. The simulation will also provide learners with practical experience in teamwork and problem solving in a dynamically evolving marketplace.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Examine the role of the rooms division department in the management of hotel operations

2. Apply pricing and cost management tools in dynamic rooms division contexts

3. Assess productivity and operational efficiencies of the housekeeping department

4. Interpret operating statistics and KPIs used of the rooms division department

Food and Beverage Revenue Management (HOS05017RU)

Hospitality Stream Module					

Credit value	3	QF Emirates Level	5	Duration (hours)	45
Aim	This module aims to provide learners with the knowledge and skills required to substantially increase a food and beverage venue's sales whilst also increasing overall profitability. Learners will explore correct implementation of restaurant revenue management solutions in dynamic settings. Learners will develop an understanding of this department as a major revenue generator and will learn about maximizing food and beverage revenue and productivity, using differential pricing strategies and cost calculation methods. Menu engineering and various revenue sources will also be studied and learners will be able to assess restaurants' performance.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Examine the importance of food and beverage revenue maximization

2. Explain the business performance of a food and beverage establishment

3. Create a measurable strategy for food and beverage revenue maximization

Develop Budgets and Forecasts (TSM05001RU)

Core Module					
Credit value	4	QF Emirates Level	5	Duration (hours)	60
Aim	This module aims to develop learners' understanding of the methods and practices for the preparation of operating budgets and investment analysis. Learners will forecast income and expenditure in order to prepare budgets and prepare budgetary information to management. Analysing the impact of internal and external factors on budgets will also be studied and learners will appraise budgetary control measure to improve organizational financial performance. The module will also employ research skills, numeracy skills for financial calculations and analysis as well as IT skills for developing and using spreadsheets. Authentic projects and case studies will create a holistic understanding and impact of financial performance in a simulated business environment.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Forecast income and expenditure

2. Prepare budgets in the Service industry

3. Review the impacts of internal and external factors on budgets

Manage Personal and Professional Development (TSM05006RU)

Core Module					
Credit value	4	QF Emirates	5	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to manage their own personal and professional development, to successfully enter the workplace and become committed lifelong learners. Learners will be equipped with a range of practical skills that will increase their employability. They will be introduced to online courses that can be used to aid their long-term career and personal development, and will have the opportunity to undertake a number of free online courses as part of their assessment. The practice of self-reflection will be a big focus of this unit, and learners will be equipped with the tools and techniques to become true reflective practitioners. They will document their learning journey through developing an e-portfolio, which they will be able to share with future employers.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Research career paths relevant to programme of study
2. Explore the importance of ongoing professional development and self-directed learning in enhancing professional identity
3. Reflect on learnings and experiences using recognised reflective theories
4. Develop an online portfolio to communicate key employability skills and professional development journey

Use Business Ethics in the Workplace (BNS05001NU17)

Core Module					
Credit value	3	QF Emirates Level	5	Duration (hours)	45
Aim	The aim of this unit is to introduce learners to the concept of business ethics and develop knowledge and skills in ethics in the workplace considering business objectives and responsibilities.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Evaluate the principles of ethics in the workplace
2. Evaluate the value of organisational ethics
3. Evaluate ethics in workplace relationships
4. Review the appropriate action to follow during any suspected breaches of ethical codes

Plan and Effective Work Roster (TSM05002RU)

Core Module					
Credit value	2	QF Emirates Level	5	Duration (hours)	30
Aim	This module aims to provide the learners with the skills and knowledge required to develop work rosters effectively in line with employment and business requirements. Learners will explore why team scheduling is important and what good scheduling looks like. They will then learn to prepare work rosters from a given scenario, ensuring that employees are scheduled fairly and effectively.				

Module Learning Outcomes

At the end of this module, learners will be able to:
1. Explain the purpose of employee scheduling
2. Plan team resources effectively

Lead and Develop an Effective Team (TSM05003RU)

Core Module					
Credit value	4	QF Emirates Level	5	Duration (hours)	60
Aim	This module aims to provide the learners with the skills and knowledge required to lead teams effectively in a work environment. Learners will explore the stages involved in building a team and will be exposed to a number of leadership styles. They will learn the benefits and drawbacks of different leadership methods and the situations in which they are appropriate. Learners will learn ways to keep a team motivated, to give feedback and manage teams' performance. Over the course of the module, learners will begin to develop their own leadership style.				
Module Learning Outcomes					

At the end of this module, learners will be able to:

1. Describe the activities, processes and considerations involved in building a high performing team in a culinary workplace environment
2. Compare qualities of an effective leader including leadership styles and when to use them
3. Demonstrate how to manage a team's performance and development

Tourism Industry Internship (TSM05005RU)

Tourism Stream Module					
Credit value	6	QF Emirates Level	5	Duration (hours)	600 (15 weeks)
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the tourism industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be encouraged to reflect on their learnings from their Level 4 Certificate internship and use them the create new learning objectives and goals for this workplace experience. They will be expected to implement their learnings from managing teams and take on at least one supervisory role or project, and get feedback on their performance in this new position. The learner will be required to take responsibility for				

	building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues.
Module Learning Outcomes	

At the end of this module, learners will be able to:

1. Apply intermediate tourism organisation principles in the workplace
2. Set objectives in the workplace and monitor progress towards them
3. Demonstrate tourism related skills in the workplace
4. Reflect on tourism internship experience and personal performance using recognised reflective cycles

Hospitality Industry Internship (HOS05016RU)

Hospitality Stream Module					
Credit value	6	QF Emirates Level	5	Duration (hours)	600 (15 weeks)
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the tourism industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be encouraged to reflect on their learnings from their Level 4 Certificate internship and use them the create new learning objectives and goals for this workplace experience. They will be expected to implement their learnings from managing teams and take on at least one supervisory role or project, and get feedback on their performance in this new position. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues.				
Module Learning Outcomes					

At the end of this module, learners will be able to:

1. Apply intermediate tourism organisation principles in the workplace
2. Set objectives in the workplace and monitor progress towards them
3. Demonstrate tourism related skills in the workplace
4. Reflect on tourism internship experience and personal performance using recognised reflective cycles

Supervise Meetings (ADM05006NU17)

Core Module					
Credit value	4	QF Emirates Level	5	Duration (hours)	60
Aim	This unit describes the competencies, skills and knowledge required to supervise a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Evaluate processes to prepare for meetings
2. Evaluate processes to conduct meetings
3. Analyse processes to follow up meetings

Pitch an Entrepreneurial Idea for the Service Industry (BNS06003RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module has been designed to equip students with the knowledge and skills involved in conceptualising an entrepreneurial idea in the Culinary, Events, Tourism or Hospitality industry with a feasible value proposition. Students will learn how to assess the viability of a business idea, and to create a strategy framework detailing their target market, competitive advantage and revenue streams, that can be used as the basis for a business plan. Students will be required to pitch their business idea with the aim of creating investor interest.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Develop a feasible entrepreneurial idea in the service industry
2. Apply a strategic framework to a business opportunity using the Business Model Canvas
3. Deliver a persuasive pitch to gain investor interest

Develop an Entrepreneurial Idea for the Service Industry (BNS06008RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module has been designed to equip learners with the knowledge and skills involved in creating a go-to-market business plan for a new business. Learners create a business plan that details the nature of the business offerings, target market, marketing strategies and projected financials. This module builds on the business concept created and pitched in the DCT Level 6 module Pitch an Entrepreneurial Idea for the Service Industry.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Explore the ways in which a business sets itself up to offer value to its customers

2. Conduct market research to determine the servable target market for a business

3. Explore the marketing efforts required to promote a new business

4. Create a financial plan for a new business using projected income and costs

Design a Digital Marketing Campaign (BNS06009RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	The aim of this module is to introduce learners to digital marketing and its importance in the successful marketing of organisations. The module will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage. Digital marketing is a major component of the successful marketing of organisations. The digital landscape is continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies. Learners will explore the fundamentals of the digital marketing including key terms, types of media and the basis of a digital strategy. They will then work towards creating a full digital marketing campaign, developing content for defined customer buying personas and deciding on channels, ad types and a content calendar for distribution.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Explore the fundamentals of digital marketing

2. Set objectives and define the customer for a digital marketing campaign

3. Develop content for a digital marketing campaign

4. Justify digital marketing campaign tools and tactics

Assess and Enhance a Digital Marketing Campaign (BNS06001RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module will provide learners with the knowledge and skills to assess the success of and enhance the effectiveness of a digital marketing campaign. This module follows on from the module 'Design a Digital Marketing Campaign' Learners will assess the campaign they have designed and describe techniques for evaluating, monitoring and measuring the success of a campaign. They will learn how to establish and measure digital marketing KPIs, various metrics and how to use analytics platforms. Learners will gain the skills and knowledge to use Search Engine Optimisation and Search Engine Marketing to enhance digital marketing campaigns, and will explore creative routes that companies use to widen their reach. As part of this module, learners will be expected to successfully complete the Google Garage Google Analytics training to further enhance their understanding.				
Module Learning Outcomes					

At the end of this module, learners will be able to:

1. Explore methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions

2. Use online tools to add value to a digital marketing campaign

3. Explore how Google Analytics 4 can be used for measurement strategy

Work on a Live Service Industry Project (BNS06007RU24)

Core Module

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Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models to develop solution(s) that meet the client's needs. Learner will work in groups as 'business consultants' and will be matched with a client in their industry of study who has a current relevant issue that needs solving. They will spend 10 weeks working as a high performing team and applying the tools and techniques they have learnt in other modules to provide researched solutions. These solutions will then be professionally presented to the client in the next module titled 'Present a Live Service Industry Project'.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Manage a business consultancy project as a team

2. Research a client's organisation and industry using reliable sources of information

3. Use recognised business tools and academic theories to develop solutions to a client problem

Present a Live Service Industry Project (BNS06010RU24)

Core Module

Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to develop a professional presentation to a client that contains the results of an industry project. This module is to be taught after the module titled 'Work on a live service industry project'. Having worked in groups as 'business consultants' and developed solutions to a live industry project, in this module learners will be taught how to storyboard a professional presentation, how to reflect on their project work in relation to the 5 areas of project evaluation and how to deliver a succinct and professional presentation to a client.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Prepare a professional presentation for a client

2. Reflect on the success of a project using the 5 areas of project evaluation

3. Deliver a professional presentation to an industry client

Explore the Fundamentals of Strategic Management (BNS06002RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to understand the importance of strategic management for any organisation that wants to succeed. Learners will be introduced to the basic concepts, principles and practice of business strategy, including key terms and the benefits of planning ahead. They will learn the purpose of mission and vision statements and how to analyse examples from the tourism and hospitality industry. Learners will be introduced to key tools that are used across businesses to analyse the internal and external environments, which in turn are used to create informed strategic plans.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Explore the basic concepts, principles and practices of strategic management

2. Analyse mission and vision statements for organisations in the tourism and hospitality industry

3. Discuss the types of strategies and strategic decisions that tourism and hospitality organisations make

4. Assess an organisation's external and internal environment using recognised strategic management tools

Use Strategic Management Tools in a Business Simulation (BNS06006RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to implement their knowledge of strategic management in a business simulation as part of a team. Learners will take on the role of business consultants and will be required firstly carry out extensive research into the market, sector, and industry of a given business, gain an understanding of the business environment and then make strategic business decisions each week, using and applying models they have learnt about in class. Each week will class as a year in the simulation, and learners will compete against each other to turnaround the simulation business and increase profits.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1.	Analyse the current strategic position of a business
2.	Analyse the successes and failures of a business using strategic management concepts
3.	Recommend strategic initiatives to improve business performance
4.	Reflect on working in a team on a strategic business simulation

Develop knowledge of the Luxury Industry (TSM06003RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge required to work in the luxury industry in Dubai and beyond. Learners will be familiar with the term luxury having lived and studied in Dubai, and in this module they will start by analysing what the term actually means, its origins and what it means to different people from different countries, cultures and socio-economic backgrounds. Learners will explore how the customer experience is elevated in the luxury industry and have the chance to visit luxury establishments in Dubai such as the Burj al Arab to experience this service first hand. They will examine the ethical issues that challenge the luxury industry of today and come up with solutions to sustainability issues. Learners will be examined in this module through a project-based assessment in which they will create their own luxury offering for the Dubai tourism or hospitality industry.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Explore the history, origins and definition of luxury
2. Examine the customer experience in the luxury industry
3. Describe ethical issues facing the luxury industry and how they are being addressed

Manage Reputation in the Service Industry (TSM06004RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to give learners a comprehensive understanding of reputation management in the tourism and hospitality sectors. It covers essential principles, both				

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	online and offline techniques, and ethical guidelines. Students will learn to evaluate guest feedback, formulate responses, and anticipate emerging reputation trends. The course also highlights the roles within reputation management and the need for a guest-focused approach. By the end, students should be equipped to apply best practices in reputation management effectively within the tourism and hospitality industry.

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Describe the key concepts of reputation management in the tourism and hospitality sectors

2. Assess guest reviews to formulate constructive responses aligned with ethical guidelines

3. Design a reputation management strategy, considering tools, potential threats, and emerging trends

4. Analyse roles, strategies, and practices in reputation management

Plan and Coordinate In-House Events (ENT06003RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module teaches students the skills and knowledge required to plan and organise events and functions within a hospitality establishment, with a particular focus on planning events within a hotel or resort. Skills and knowledge that this module covers includes an understanding of the features of hotels that make them suitable venues for events, the types of target markets that hotels typically cater to, how to attract and liaise with event customers in a way that leads to the execution of an event that matches the client's expectations. Learners will also cover knowledge of common in-house event setups, pre-event operational planning and post event activities in a hospitality establishment.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Describe how hotels are equipped to host a variety of events

2. Present recommendations based on client requirements

3. Create a client value proposition, proposal and contract

4.	Carry out tasks related to the setup and close down of an in-house event

Prepare to Manage a Workplace Project (BNS06004RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge required to manage a work-based project. They will be introduced to the fundamentals of project management, the project management lifecycle and what skills are required to manage a project efficiently. They will explore types of projects in the service industry through real life case studies and hearing from guest speakers, and will learn how to initiate a project and agree objectives, engage with stakeholders and understand a scope of work. Learners will explore the importance of monitoring and reporting project progress, and explore examples of where projects have gone wrong. Finally they will learn about closing down a project effectively and evaluating project success and team performance.				

Module Learning Outcomes

At the end of this module, learners will be able to:

1. Examine the project lifecycle and the key factors that should be considered when project managing

2. Analyse the importance of project objectives, a clear scope of work and a project management plan

3. Explore the importance of monitoring and communicating project progress to stakeholders

4. Describe the importance of properly closing a project and the steps required

Research Methods in the Service Industry (ENT06004RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to teach students how to use scientific methods to analyse a range of research topics across the tourism, hospitality or events industry. Students will learn how to use qualitative and quantitative research methods and to apply these methods while considering accurate data collection, data analysis, sampling, and ethics. Students will apply their knowledge by working on a research question within the tourism, hospitality or events industry that enables them to practice using a research method, designing their questionnaire and selecting appropriate statistical methods to analyse data.				

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Module Learning Outcomes
At the end of this module, learners will be able to:
1. Review literature related to a chosen research question within the service industry
2. Select a research methodology for a given scenario based on knowledge of qualitative and quantitative tools
3. Design common qualitative and quantitative research tools
4. Explain the use of basic statistical analysis tools

Managing Customer Relationships (HOS06001RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module will provide learners with an understanding of customer relationship management (CRM) as a data-driven and technologically supported approach to handling customer interactions. Students will learn to identify common CRM strategies, understand why relationships are important, recognise the varied value of different types of customers to a business, explain the uses of customer- related data and describe the people, tools and systems that enable any CRM initiative. In this module we focus only on CRM in Business to Consumer (B2C) contexts.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Explore the fundamentals and purpose of CRM and customer profiling
2. Explain the requirements, sources, issues and considerations relating to the use of customer data
3. Create a CRM strategy that maps channels to each touchpoint in a customer journey
4. Explain the steps and processes involved in implementing a customer relationship management project

Use Excel to Analyse and Visualise Data (BNS06005RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the knowledge and skills required to understand the meaning and importance of digital business intelligence, and the role that Excel can play in analysing and visualising data to help business professionals make informed decisions. Learners will begin by exploring the basics of business analytics, data mining, data visualisation, data tools and infrastructure, and best practices to help organisations to make more data-driven decisions. They will then begin to explore practical tools and techniques using excel, which is still one of the most common pieces of software used in workplaces worldwide. They will learn to use basic and intermediate excel functions to sort, cleanse and manipulate data, and to use charts and pivot tables to visualise data. Learners will be able to explain the importance of data mining and use time series lines to predict or dismiss trends in data.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Explore digital business intelligence and its importance in modern business practice
2. Use excel functions to analyse and visualise data
3. Create pivot tables in excel to analyse data
4. Explore time series and trends in excel

Manage a Destination (TSM06001RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module is designed to introduce learners to a range of concepts and theories used in destination management and marketing. It aims to utilise links with the Department of Economy and Tourism (DET) in Dubai to review approaches to destination marketing in a real-life scenario. Learners will investigate the role of Destination Marketing Organisations (DMOs) in developing and implementing marketing campaigns. Moreover, learners will be equipped with analytical skills and will be given an opportunity to practice industry-specific skills and competencies. On successful completion of this module learners will be able to identify the factors that influence tourism development at the destination level and appraise techniques for managing visitors and their impacts.				

Module Learning Outcomes

At the end of this module, learners will be able to:
1. Assess the role of a Destination Marketing Organisation in increasing a destination's competitiveness
2. Analyse the factors affecting Dubai's destination growth and development.
3. Analyse the key elements of destination marketing campaigns in meeting campaign objectives.
4. Propose three strategic solutions to support Dubai's destination growth and development

Source a Tourism of Hospitality Industry Internship (HOS06002RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Tourism or Hospitality industry. Learners will be required to search for and apply to relevant internship placements, demonstrating the skills they have gained in previous modules around writing applications, creating a CV and online e-portfolio and performing job interviews. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: Set Objectives for a Tourism or Hospitality Industry Internship Work on a Hospitality Industry Internship OR Work on a Tourism Industry Internship Reflect on a Tourism or Hospitality Industry Internship Combined duration of Work Based Learning is 16 weeks.				
Module Learning Outcomes					

At the end of this module, learners will be able to:
1. Apply to internship positions in the Tourism or Hospitality industry through relevant channels
2. Perform in a job interview for a Tourism or Hospitality industry internship

Set objectives for a Tourism or Hospitality Industry Internship (HOS06004RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Tourism or Hospitality industry. Learners will be required to demonstrate initiative on their internship and set SMART objectives with their supervisor, agreeing workplace expectations and goals. Learners will be encouraged to reflect on their performance and learnings from their Level 5 internship and use them the create their learning objectives and goals for this workplace experience. Once SMART objectives are set, the learner will be expected to regularly monitor and record progress towards the objectives with their line manager, adjusting them if required. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source a Tourism or Hospitality Industry Internship • Work on a Tourism or Hospitality Industry Internship • Reflect on a Tourism or Hospitality Industry Internship Combined duration of Work Based Learning is 16 weeks.				

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Set SMART objectives in the workplace
2. Monitor progress towards objectives in a workplace setting

Work on a Tourism Industry Internship (TSM06006RU24)

Tourism Stream Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Tourism industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be expected to implement their learnings from				

	managing teams and take on roles with responsibility such as leading on the engagement with a customer during the enquiry phase or managing a customer through their booking journey. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source a Tourism or Hospitality Industry Internship • Set objectives for a Tourism or Hospitality Industry Internship • Reflect on a Tourism or Hospitality Industry Internship Combined duration of Work Based Learning is 16 weeks.

Module Learning Outcomes
At the end of this module, learners will be able to:
1. Lead on engagement with a customer during the enquiry phase
2. Manage a customer through their booking journey

Work on a Hospitality Industry Internship (HOS06003RU24)

Hospitality Stream Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to apply the skills and theoretical knowledge they have acquired throughout their studies in a real work setting within the Hospitality industry. The internship aims to provide the learner with a fresh perspective and new ideas, as well as an opportunity to build brand advocacy and raise local presence and profile. Learners will be expected to implement their learnings from managing teams and take on some roles with responsibility such as leading the on the engagement with a customer during the arrival phase and managing a customer through their stay until departure. They are expected to ask for feedback on their performance. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source a Tourism or Hospitality Industry Internship • Set Objectives for a Tourism or Hospitality Industry Internship • Reflect on a Tourism or Hospitality Industry Internship Combined duration of Work Based Learning is 16 weeks.				
Module Learning Outcomes					

At the end of this module, learners will be able to:
2.   Lead on engagement with a customer during the arrival phase
2.   Manage a customer through their stay until departure

Reflect on a Tourism or Hospitality Industry Internship (TSM06005RU24)

Core Module					
Credit value	4	QF Emirates	6	Duration (hours)	60
Aim	This module aims to provide learners with the opportunity to reflect on their learnings from their Level 6 Advanced Diploma internship, to use them to recommend improvements in projects that they were involved in during their experience from a managerial point of view, and to create new learning objectives and goals for their career. The learner will be required to take responsibility for building a relationship with their line manager throughout their internship, asking for informal feedback on a regular basis from both their supervisor and colleagues. Note that this Module will be completed and assessed simultaneously with the following Level 6 Modules: • Source a Tourism or Hospitality Industry Internship • Set Objectives for a Tourism or Hospitality Industry Internship • Work on a Hospitality Industry Internship OR Work on a Tourism Industry Internship Combined duration of Work Based Learning is 16 weeks					
Module Learning Outcomes					
At the end of this module, learners will be able to:					
1. Recommend improvements in the management of guests at an establishment					
2. Reflect on a tourism or hospitality internship experience and personal performance using recognised reflective cycles					
3. Create short- and long-term career goals					