

TSM - TOURISM DIPLOMA

TSM 100 Use effective business communications (2-2-4)

The learner will gain the knowledge and skills of a range of business communications that result in effective communication in the workplace. They will understand and apply effective communication in their interactions involving the routine exchange of ideas and information on business topics that will enable the learner to communicate effectively.

TSM 101 Comply with legal requirements for UAE tourism activities (2-2-4)

This unit aims to provide learners with the knowledge and skills to understand the UAE legal and regulatory framework, and the regulations for tourism activities to monitor legal compliance of business operations.

TSM 102 Develop an annual budget (4-2-6)

This unit aims to provide learners with the knowledge and skills to plan and create an annual budget, and to plan contingencies for budget cutting.

TSM 103 Provide information on global tourist destinations (2-1-3)

The course offers learners insights into the world's foremost tourist destinations. Students will start from basic geographical knowledge to the advanced skills needed for advising customers on their outbound travel plans. The course covers a broad spectrum of topics, including the identification of continents, countries, and their capitals, major global tourist destinations and attractions, and tailoring travel recommendations to meet the diverse needs of travelers.

TSM 104 Provide information on UAE tourism products and services (2-1-3)

This course is designed to provide the learners with an understanding and knowledge of the diverse range of tourism products and services available across the United Arab Emirates (UAE). The course covers a broad spectrum of topics, including key attractions and experiences in each emirate as well as current and future trends in tourism development. Learners will acquire the skills to effectively advise clients, stakeholders, and organizations on the most suitable tourism products and services in the UAE, tailored to their specific needs, preferences, and interests.

TSM 105 Describe tourism marketing (2-2-4)

This unit aims to provide learners with an introductory knowledge of marketing in the tourism sector and the skills to conduct market research and identify the market segments of visitors to the UAE.

TSM 106 Lead and develop an effective team (2-2-4)

The purpose of this unit is to provide learners with the knowledge and skills of leading a result-oriented business team and methods to provide direction to a team. It covers communication needs to set objectives and provide support.

TSM 107 Maintain professional development in the tourism sector (2-2-4)

This unit aims to provide learners with the knowledge and skills to identify opportunities and needs for further professional development.

TSM 108 Package tourism products and services (2-2-4)

This unit aims to provide learners with the knowledge and skills to plan, develop and cost a package tour.

TSM 109 Establish quality customer service (2-2-4)

This unit aims to provide learners with the knowledge and skills to establish quality customer service and to resolve customer complaints effectively.

TSM 140 Research special interest Tourism in the UAE (3-1-4)

This unit aims to provide learners with the knowledge and skills to investigate the special interest tourism market in the UAE.

TSM 200 Facilitate employee development (3-2-5)

This unit aims to provide learners with the knowledge and skills to motivate, train and coach employees on the job in order to enhance employee knowledge and skills.

TSM 203 Monitor and provide feedback on employee performance (2-2-4)

This unit aims to provide learners with the knowledge and skills to conduct and evaluate employee performance assessments.

TSM 204 Plan and prepare work schedules (2-2-4)

This unit aims to provide learners with the knowledge and skills to develop work schedules effectively in line with employment and business requirements.

TSM 205 Plan for contingencies in own area of responsibility (2-2-3)

This unit aims to provide learners with the knowledge and skills to plan alternative strategies in the event of unforeseen circumstances in own area of responsibility.

TSM 206 Build and maintain Business relationships (2-2-4)

This unit aims to provide learners with the knowledge and skills to develop business relationships with colleagues, customers and suppliers to negotiate and finalise business agreements.

TSM 207 Develop an operational plan (3-2-5)

This unit aims to provide learners with the knowledge and skills to create and monitor the implementation of operational plans.

TSM 208 Supervise meetings (2-2-4)

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.

TSM 230 Apply specific workplace skills (0-8-8)

This unit aims to provide learners with the knowledge and skills to work under direct supervision.

TSM 231 Apply comprehensive workplace skills (0-10-10)

This unit aims to provide learners with the knowledge and skills to assume control, coordination or administrative implementation of responsibilities that include leading teams.