

# LEVEL 5 DIPLOMA IN TOURISM

## Program Description

The Diploma in Tourism aims to provide learners with the knowledge and skills to work at the supervisory level in the various industries within the tourism sector – hospitality, transport, visitor attractions, MICE (meetings, incentives, conferences and exhibitions), travel, and retail; including the competencies to identify and resolve problems, and coordinate the operations and development of own area of responsibility.

## Program Learning Outcomes

1. Understand the UAE legal and regulatory framework and the regulations for tourism activities to monitor legal compliance of business operations.
2. Establish quality customer service and resolve customer complaints effectively.
3. Develop business relationships with colleagues, customers, and suppliers to negotiate and finalize business agreements.
4. Plan alternative strategies in the event of unforeseen circumstances
5. Plan and create an annual budget.
6. Create and monitor the implementation of operational plans.
7. Develop work schedules effectively in line with employment and business requirements.
8. Motivate, train, and coach employees on the job.
9. Conduct and evaluate employee performance assessments.

## Occupation and Industry Sector

## Requirements

### Completion Requirements

Students seeking the Level 5 Diploma in Tourism qualification must successfully complete all mandatory courses worth 90 credits.

Code	Title	Credit Hours
Tourism Core Courses		
Required Credits : 90		
GED 100	Develop English language skills	3
TSM 100	Use effective business communications	4
TSM 102	Develop an annual budget	6
TSM 101	Comply with legal requirements for UAE tourism activities	4
TSM 103	Provide information on global tourist destinations	3
TSM 104	Provide information on UAE tourism products and services	3
TSM 105	Describe tourism marketing	4
TSM 106	Lead and develop an effective team	4
TSM 107	Maintain professional development in the tourism sector	4
TSM 109	Establish quality customer service	4
TSM 140	Research special interest Tourism in the UAE	4
TSM 200	Facilitate employee development	5
TSM 203	Monitor and provide feedback on employee performance	4

TSM 204	Plan and prepare work schedules	4
TSM 205	Plan for contingencies in own area of responsibility	3
TSM 206	Build and maintain Business relationships	4
TSM 207	Develop an operational plan	5
TSM 208	Supervise meetings	4
TSM 230	Apply specific workplace skills	8
TSM 231	Apply comprehensive workplace skills	10

Description	Data
Total Required Credits	90
Program Code	DPTSM
Major Code	TSM

## Ideal Study Plan

### Recommended Sequence of Study

#### Level 5 Diploma in Tourism

Year 1		Credit Hours
<b>Semester 1</b>		
GED 100	Develop English language skills	3
TSM 100	Use effective business communications	4
TSM 103	Provide information on global tourist destinations	3
TSM 104	Provide information on UAE tourism products and services	3
TSM 105	Describe tourism marketing	4
TSM 140	Research special interest Tourism in the UAE	4
<b>Credit Hours</b>		<b>21</b>
<b>Semester 2</b>		
TSM 101	Comply with legal requirements for UAE tourism activities	4
TSM 102	Develop an annual budget	6
TSM 106	Lead and develop an effective team	4
TSM 107	Maintain professional development in the tourism sector	4
TSM 109	Establish quality customer service	4
<b>Credit Hours</b>		<b>22</b>
<b>Year 2</b>		
<b>Semester 3</b>		
TSM 200	Facilitate employee development	5
TSM 203	Monitor and provide feedback on employee performance	4
TSM 204	Plan and prepare work schedules	4
TSM 205	Plan for contingencies in own area of responsibility	3
TSM 230	Apply specific workplace skills	8
<b>Credit Hours</b>		<b>24</b>
<b>Semester 4</b>		
TSM 206	Build and maintain Business relationships	4
TSM 207	Develop an operational plan	5
TSM 208	Supervise meetings	4
TSM 231	Apply comprehensive workplace skills	10
<b>Credit Hours</b>		<b>23</b>
<b>Total Credit Hours</b>		<b>90</b>