SNATIKA ™

Boosting Careers of Professionals

PROFESSIONAL DIPLOMA IN
TOURISM AND HOSPITALITY
MANAGEMENT - OTHM

6 MONTHS I ONLINE

www.snatika.com

WES
Recognised

EDUCATION PARTNER

othm®
qualifications

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WHAT is SNATIKA?

Back in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future.

The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Diploma/Certificate, moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create a online platform where they could pursue their Diplomas or Certificates without quitting their jobs, moving away from their families, or getting into debt without a source of income.

This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised diploma to make it to the top. We partnered with reputed international education institutions to provide our learners with academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquet of programs exclusively for senior professionals across different domains.
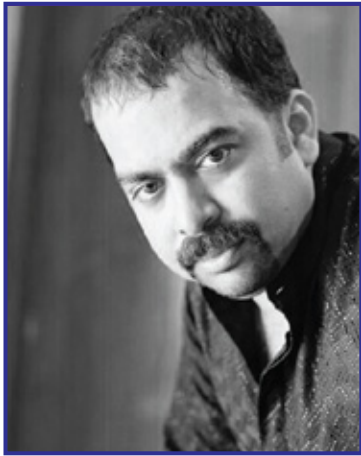
Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs on our state-of-the-art Learning Management System.

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Meet the TEAM

Get to know the team working behind the scenes to provide you with the highest-quality online education.

Sunil Janardhan
Founder Director

Sunil is a seasoned professional with 28 + years of rich experience in conceptualising and driving high-end strategic business models across diverse global economic hot-spots. Sunil has the privilege of travelling & doing business pan India & across 33 countries worldwide.

He has extensive hands-on experience and knowledge of Africa, Middle East, Asia & CIS markets. He has successfully managed different cultures, team members & partners across demographics/industries. He comes with expertise in International Business, Consulting, Sales & Marketing, Profit Centre Operations, Business Development, Key Account Management, Product Launches and Distributor/ Channel Management.

He has also been part of various strategic tie ups & JV's. Sunil specialises in finding new markets for sales growth. He has worked across large, medium & start-up organisations. He has associated with organisations like Aptech Ltd, ITI EdVest, Kuoni Travels, Kohinoor Technical Institute & Trade Wings.

Sunil has done his Post Graduation in International Business. He is based out of India.

Premjit Biswas
Founding Member
(Director of Education)

Premjit is a senior professional with over two and a half decades of experience in the Education and Training domain. He brings in his immense experience of handling large operations across different geographies. Premjit also has considerable knowledge of entrepreneurship, innovation and skills development. He has experience in developing and managing partners and business operations in multiple countries.

He has also managed global projects. He firmly believes that the success or failure of a program lies in the impact it has had on the lives of the beneficiaries. Hence, programs should be designed keeping this as a focal point. That way the beneficiaries not only help themselves but help others and in turn continually increase the impact radius.

In his 20 years of corporate life, Premjit has been associated with large organisations like Aptech, Autodesk and Wadhwani Foundation. He was the founding member of a non-profit organisation - Tiksna Mission Trust. At Tiksna he worked relentlessly at the grassroots level, building a diverse environment to work & thrive in and enabling entrepreneurs.

Premjit is based out of India and has done his majors in Hospitality Management.

Professor Raj Gill
Advisory Member

An influential, entrepreneurial COO and Pro-Vice-Chancellor, Professor Raj Gill has over 40 years' experience in Higher Education and has held senior posts in Higher Education in the UK and internationally. His experience of Transnational Education (TNE) includes international marketing and Higher Education development in Asia, Africa and the Middle East.

Professor Gill has published widely in learned journals and publications and has chaired numerous sessions and presented at international conferences and symposia.

Professor Gill is based out of the UK and has a degree in Manufacturing Engineering and a PhD in Computer Simulation for Manufacturing Processes.

Roger Chetty
Advisory Member

Roger is an entrepreneur and corporate strategist with more than 20 years' senior management experience across several industries including Motor, Construction, Manufacturing, Education and Management Consulting. His career began in market research and customer services with Blue-chip brands such as BMW, DaimlerChrysler, Audi, Standard Bank, and the South African Chamber of Business.

He has served on various boards during his illustrious career and has also co-authored several university policies and procedure documents. Roger is known for forging relationships with governments, educational institutions, and corporations all across Africa and the Middle East. He has been associated with organisations like Sika South Africa, University of KwaZulu-Natal – South Africa and NCC Education - UK.

Roger currently lives in Cape Town, South Africa and has an MBA degree from the Management College of Southern Africa.

Thierry Cabou
Advisory Member

Thierry Cabou is an expert in finance and economics. He focuses on investment and business development activities across Europe, Africa and India. He is also a Founding Member, Lifetime member and Representative for Africa for the Africa India Economic Foundation (AIEF). He is an advisor to the Bank of Asia and Asia Pacific Development Bank. He is a Knight of the Sovereign Order of St John of Jerusalem of Rhodes and Malta.

Thierry provides advisory and management services to government and large institutions. With Merrill Lynch, his group has arranged for several African governments' investment facilities up to 600 million US dollars after receiving mandates from these governments. He has secured with his partners a 400 million Euros plan for the oil and refinery sector in Senegal.

Mr Thierry Cabou is educated in Paris, France, where he got degrees in International Business Law from Pantheon Sorbonne University.

COUNT ON OUR QUALIFICATIONS

ISO 9001: 2015 Certified

Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."

UCAM UNIVERSIDAD CATÓLICA DE MURCIA

Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees – Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.

othm qualifications

OTHM, UK, is an awarding body which is approved and regulated by Ofqual – Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.

LONDON GRADUATE SCHOOL

London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.

THE UNIVERSITY OF BUCKINGHAM

Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.

QUALIFI APPROVED CENTRE

QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.

IDM Creating Opportunities Nurturing Achievers

IDM has over four decades of experience in the higher education sector. Having closely worked with the industry and brought global education to local students, IDM has pioneered the way forward in getting international recognition for talented students. The organisation aims at exceeding the Quality & Standard expectation and has been awarded the ISO 9001:2015 certification.

SNATIKA learners are awarded a BSc (Hons), BA (Hons), MA, MSc, or MBA degree from the University of Gloucestershire through IDM.

UNIVERSITY OF GLOUCESTERSHIRE

The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.

SNATIKA PROFESSIONAL DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT - OTHM

The objective of Professional Diploma in Tourism and Hospitality Management program is to develop learners' management knowledge and skills within the tourism and hospitality industry. Core themes of this program include sustainability, service management, and entrepreneurship and cross cultural diversity including an Indigenous worldview, this will allow you to better examine both tourism and hospitality through a global lens. Learners will critically evaluate contemporary knowledge and theories and use these to propose solutions to complex management problems. The program enables the learners to gain knowledge of tourism industry and its intricacies by focusing on the most up-to-date developments in the hospitality industry. Learners cultivate professional hotel competencies such as effective communication skills and exceptional customer service, leadership, and teamwork skills to deliver first-class service. The program helps learners acquire knowledge in tourism, leisure and hospitality concepts and learn how to apply them to a real-life tourism and hospitality business.

Who is it meant for?

SNATIKA is a dedicated platform for senior professionals who have work experience. Hence, SNATIKA's Professional Diploma in Tourism and Hospitality Management is suitable for

- Guest Services Agent
- Events Manager
- Travel and Tour Consultants
- Hospitality Services Coordinator

Eligibility

Since our Professional Diploma are highly specialised for advanced learners, we believe you can only take full advantage of this education if you have relevant work experience.

Therefore, the eligibility criteria for SNATIKA's Professional Diploma is:

▶ A Levels/ Grade 12/ Any Equivalent Qualification
                and/or
▶ Minimum 2 years of Work Experience in Tourism and Hospitality

MODULES

UNITS COVERED

- Strategic Marketing
- Tourism Policy and Planning
- Organizational Behaviour and Performance
- Technology in the Tourism and Hospitality Industry
- Tourism and International Development
- Researching Tourism and Hospitality Management

OVERVIEW

SNATIKA's Professional Diploma in Tourism and Hospitality Management is delivered by SNATIKA through our own LMS. Our Subject Matter Experts have designed the pedagogy that will meet the demands and fulfil the needs of a busy working professional. Our PhD-level Masters Guides will help you through the program.

UNIT SPECIFICATIONS

Unit -1: STRATEGIC MARKETING

Unit Aims

The aim of this unit is to develop learners' ability to critically analyse and apply strategic marketing approaches to tourism and hospitality organisations. This will include developing strategic marketing plans and evaluating new products and services. The unit requires the ability to research relevant information from a range of academic and industry sources.

LEARNING OUTCOMES

- Be able to critically analyse the role of strategic marketing for tourism and hospitality organisations and for tourist destinations

- Be able to develop strategic marketing plans for tourism and hospitality organisations.

- Be able to evaluate the markets for new tourism and hospitality products and services.

- Be able to research information from a range of academic and industry sources.

Unit -2: TOURISM POLICY AND PLANNING

Unit Aims

The aim of this unit is to develop learners' understanding of the principles of tourism policy and planning. Learners will analyse theories and concepts from the fields of public policy, tourism management and planning and will create tourism plans that acknowledge the roles of multiple stakeholders and possible courses of action in a destination.

LEARNING OUTCOMES

- Understand the concepts and theories of public policy for tourism.

- Understand the implementation of tourism policy.

- Understand the theories and concepts of tourism planning.

- Be able to create tourism plans that can applied to international tourism destinations.

Unit -3: ORGANIZATIONAL BEHAVIOUR AND PERFORMANCE

Unit Aims

The aim of this unit is to develop learners' understanding of behaviour, performance, leadership and management dynamics in tourism and hospitality organisations.

LEARNING OUTCOMES

- Be able to analyse the fundamental structure and objectives of an organisation in the tourism and hospitality industry.
- Understand the operational context of a tourism or hospitality organisation and how it is affected by its external environment.
- Understand the performance of an organisation in relation to its external environment and internal structures.
- Understand the functions of leadership and management in a tourism or hospitality organisation.

Unit -4: TECHNOLOGY IN THE TOURISM AND HOSPITALITY INDUSTRY

Unit Aims

The aim of this unit is to provide learners with a critical appreciation of the role of technology within the tourism and hospitality industry. This will include an evaluation of the impacts of new and emerging technology on organisational operations as well as the impacts of the internet and social media on consumer behaviour and tourism and hospitality marketing.

LEARNING OUTCOMES

- Understand the impact of technology on the development and growth of the tourism and hospitality industry.
- Understand the use of management information systems across a range of tourism and hospitality organisations.
- Understand the impacts of the internet and social media on tourism and hospitality marketing.
- Understand the legal implications of technological change in the tourism and hospitality industry.

Unit -5: TOURISM AND INTERNATIONAL DEVELOPMENT

Unit Aims

The aim of this unit is to develop learners' understanding of the relationship between tourism and international development. Learners will evaluate theories of international development and apply these in a tourism context. Learners will apply development indicators and make judgements about the extent to which tourism supports sustainable development.

LEARNING OUTCOMES

- Be able to evaluate theories of international development.
- Understand the role of institutions in the international development context.
- Be able to apply measurements of development to countries using tourism for development.
- Be able to analyse the relationship between international tourism and sustainable development.

Unit -6: RESEARCHING TOURISM AND HOSPITALITY MANAGEMENT

Unit Aims

The aim of this unit is to develop learners' skills in designing and carrying out research projects to inform the management of tourism and hospitality organisations. Learners will evaluate approaches to the collection and analysis of data relating to management problems and make judgements about future action based on this data.

LEARNING OUTCOMES

- Understand challenges to researching management problems in the tourism and hospitality industry.
- Be able to design data collection processes for researching management problems in the tourism and hospitality industry.
- Be able to interpret data collected for research purposes.
- Be able to present complex data in ways that are useful for tourism and hospitality management.

WHY CHOOSE SNATIKA?

SNATIKA's Professional diploma offer the best value for the investment that a learner makes in her/his education. The same is accomplished that by being awarded with an authentic qualification from an UK educational body, along with a certificate from SNATIKA. Upon successful completion of the professional program; SNATIKA offers:

- **Level 6 Diploma from OTHM, UK**
- **Professional Program Certificate from SNATIKA**

Accreditation ensures that quality and regulatory standards are met.

SNATIKA is an approved learning centre of OTHM, UK. OTHM is an awarding organisation in the UK, which is regulated by the OFQUAL (Office of Qualifications and Examinations Regulation) and Qualifications Wales.

Since Ofqual also regulates the National Curriculum Assessments in England, SNATIKA students get to study the same course units as their peers taking the same qualification in the UK.

What You Will Earn

You will receive the following certificates after the successful completion of the program:
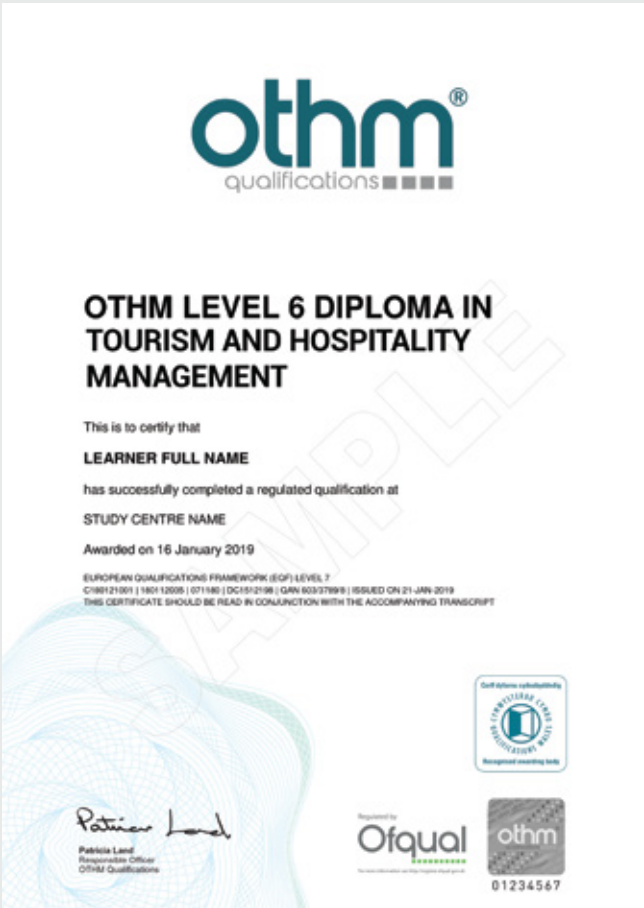
Level 6 Diploma
OTHM, UK

Professional Program Certificate
SNATIKA

Disclaimer: The above images are for reference purposes only.

Admission Process

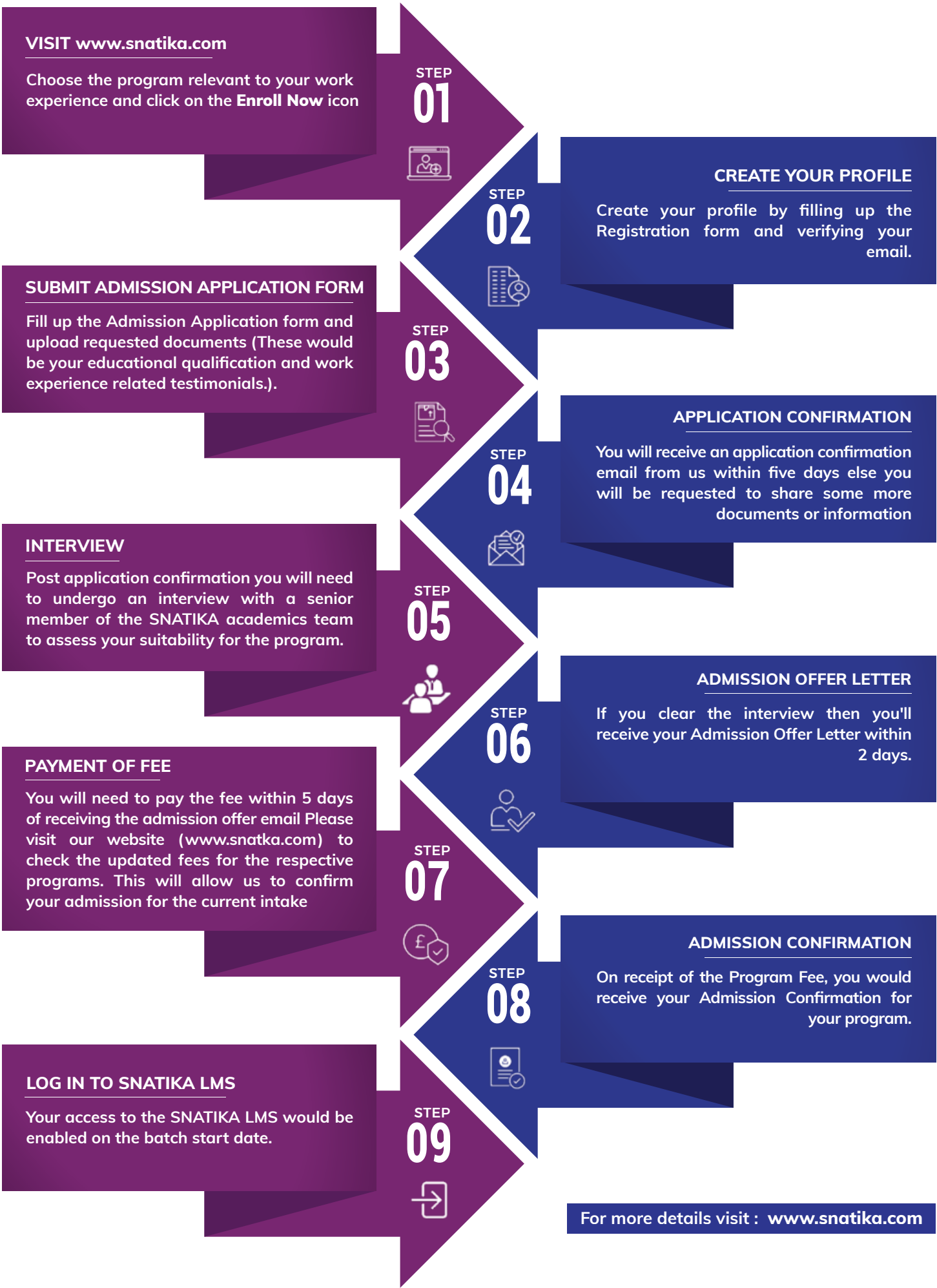SNATIKA has limited seats for each program. Therefore we follow a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Professional Diploma given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.

STEP 01

VISIT www.snatika.com
Choose the program relevant to your work experience and click on the **Enroll Now** icon

STEP 02

CREATE YOUR PROFILE
Create your profile by filling up the Registration form and verifying your email.

STEP 03

SUBMIT ADMISSION APPLICATION FORM
Fill up the Admission Application form and upload requested documents (These would be your educational qualification and work experience related testimonials.).

STEP 04

APPLICATION CONFIRMATION
You will receive an application confirmation email from us within five days else you will be requested to share some more documents or information

STEP 05

INTERVIEW
Post application confirmation you will need to undergo an interview with a senior member of the SNATIKA academics team to assess your suitability for the program.

STEP 06

ADMISSION OFFER LETTER
If you clear the interview then you'll receive your Admission Offer Letter within 2 days.

STEP 07

PAYMENT OF FEE
You will need to pay the fee within 5 days of receiving the admission offer email Please visit our website (www.snatka.com) to check the updated fees for the respective programs. This will allow us to confirm your admission for the current intake

STEP 08

ADMISSION CONFIRMATION
On receipt of the Program Fee, you would receive your Admission Confirmation for your program.

STEP 09

LOG IN TO SNATIKA LMS
Your access to the SNATIKA LMS would be enabled on the batch start date.

For more details visit : **www.snatika.com**

INFORMATION

State of the art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

The SNATIKA pedagogy

Our Professional Diploma programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of senior working professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled with the learner's experience, makes the program easier to comprehend and complete in just 6 months. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level SMEs will help you with all the challenges you face academically throughout the program.

Session Dates

Aspiring candidates may join in any one of our yearly sessions.

You can check the website (www.snatika.com) for current information for the closing date of admissions and the batch start date.

Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis

INFORMATION

Program Format- Online

The entire duration of the Professional program is delivered through state-of-the-art SNATIKA Learning Management System.

Duration of the Program

The duration of the program is **6** months.

This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

The time commitment required for SNATIKA's Professional diploma is minimal since the programs are formulated for working professionals. You merely need to commit 8-10 hours a week to your studies.

Program Fees

Please visit our website (www.snatika.com) to check the updated fees for the respective programs.

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.

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For further details

web: **www.snatika.com** | email: **info@snatika.com**

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