



PROFESSIONAL DIPLOMA IN TOURISM & HOSPITALITY MANAGEMENT - OTHM



Duration: 6 Months



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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.

SNATIKA™
Boosting Careers of Professionals

Count on Our Qualifications



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."



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.



Arden University, a UK-based private institution, offers over 90 career-focused programs at its Coventry headquarters and study centers in Birmingham, Manchester, London, and Berlin. Providing flexible education options, Arden emphasizes quality education with global accessibility. Accredited by prestigious bodies like the British Psychological Society, Arden delivers flexible online and blended learning courses tailored to contemporary needs.

Learners are awarded MBA / MSc or BA degrees from Arden University.



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.



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.



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.



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.



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.

Learners are awarded degrees from a UK University through LGS.

SNATIKA PROFESSIONAL DIPLOMA IN TOURISM & HOSPITALITY MANAGEMENT - OTHM

The Professional Program in Tourism and Hospitality Management, leading to the OTHM Level 7 Diploma, spans 6 months and encompasses key units such as Strategic Management and Marketing, Destination Management, International Tourism Policy and Development, Digital Tourism and Hospitality, Organisational Behaviour in International Contexts, and Advanced Research Methods. This comprehensive program equips learners with strategic insights and operational skills crucial in the dynamic tourism and hospitality industry. Delivered in partnership with OTHM, the curriculum combines theoretical knowledge with practical applications, preparing learners for leadership roles and offering a pathway to advanced studies. Join us to explore exciting possibilities in the world of tourism and hospitality.



Who is it meant for?

SNATIKA's Professional Diploma in Tourism & Hospitality Management is suitable for:

- Tourist Managers
- Industry Professionals
- Professionals in hotel sector

Eligibility

The eligibility criteria for Professional Program in Tourism & Hospitality Management are:

- ▶ Minimum 2 Years of Managerial work experience in Tourism & Hospitality field for Graduates
- ▶ Minimum 5 Years of Managerial work experience in Tourism & Hospitality field for Non-Graduates*

*Only a very small percentage of applicants are approved on the basis of Recognition of Prior Learning (RPL)

MODULES

UNITS COVERED

- Strategic Management and Marketing
- Destination Management
- International Tourism Policy and Development
- Digital Tourism and Hospitality
- Organizational Behavior in International Contexts
- Advanced Research Methods

OVERVIEW

SNATIKA's Professional Diploma in Tourism & 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.

Program Overview

Unit Specifications

Unit 1: Strategic Management and Marketing

Unit Aims

The aim of this unit is to develop learners' understanding of strategic management and marketing in tourism and hospitality organisations. Learners will study a range of organisations and apply theories to understand strategic decision-making, and strategic marketing.

Learning Outcomes

- ▶ Be able to analyse the strategic management approach in the tourism and hospitality context.
- ▶ Be able to analyse strategic approaches to marketing in tourism and hospitality organisations.
- ▶ Be able to assess environmental factors on strategic management and marketing for tourism and hospitality organisations.
- ▶ Be able to research information from a range of academic and industry sources.



Unit 2: Destination Management

Unit Aims

The aim of this unit is to develop learners' ability to analyse the role of tourism and the visitor economy in modern international tourism destinations from a range of theoretical perspectives. Learners will gain a critical understanding of broader perspectives required to manage and market tourism in the modern international destination, and to inform their tourism and marketing strategies.

Learning Outcomes

- ▶ Understand the factors that influence destination management.
- ▶ Understand the role of destination management organisations.
- ▶ Be able to evaluate the influence of stakeholders on destination management.
- ▶ Understand the relationship between destination management and destination marketing.



Unit 3: International Tourism Policy and Development

Unit Aims

The aim of this unit is to develop learners' critical understanding of the principles of tourism policy and how these relate to issues of development. Learners will evaluate theories of international development and apply these to a tourism context. Learners will also apply development indicators and create proposals for tourism projects to address development problems.

Learning Outcomes

- ▶ Be able to analyse the concepts and theories of public policy for tourism.
- ▶ Be able to evaluate theories of international development.
- ▶ Understand the impact of international tourism development.
- ▶ Be able to develop plans for tourism projects to address international development problems.



Unit 4: Digital Tourism and Hospitality

Unit Aims

The aim of this unit is to develop learners' ability to critically analyse the role of technology within the tourism and hospitality industry, including the evaluation of the impacts of new and emerging technology on organisational operations. Learners will consider the emergence of the digital tourism concept and analyse the influence of social media from both consumer and organisation perspectives.

Learning Outcomes

- ▶ Understand the impact of technology on the development and growth of the tourism and hospitality industry.
- ▶ Understand the emergence of the e-tourism concept and its associated theories.
- ▶ Understand the impacts of social media on the tourism and hospitality industry.
- ▶ Understand the legal and ethical implications of technological change in the tourism and hospitality industry.



Unit 5: Organisational Behaviour in International Contexts

Unit Aims

The aim of this unit is to develop learners' understanding of a range of theoretical and empirical approaches to organisational behaviour in the tourism and hospitality industry. Learners will examine concepts of culture and its multifaceted impacts on managerial behaviour. Learners will review and analyse issues that managers have to resolve. Learners will gain a detailed grounding in managing in different cultural contexts and in the management of diverse individuals, groups and teams.

Learning Outcomes

- ▶ Understand organisational behaviour theories relevant to the tourism and hospitality industry.
- ▶ Understand the performance of an international organisation in relation to their external environment and internal structures.
- ▶ Be able to evaluate cross-cultural management trends and developments and their implications for the tourism and hospitality industry.
- ▶ Understand developments in international human resources management and their implications for organisations in the tourism and hospitality industry.



Unit 6: Advanced Research Methods

Unit Aims

The aim of this unit is to develop learners' research skills and their ability to examine and critique a range of research paradigms and techniques, in a tourism and hospitality research context. The unit will provide learners with the skills and knowledge required to identify and investigate problems and issues within tourism and hospitality and to apply appropriate research methods.

Learning Outcomes

- ▶ Be able to critically evaluate research philosophies and their application to tourism and hospitality research.
- ▶ Understand the role and approaches to research in a tourism and hospitality context.
- ▶ Be able to plan research projects.
- ▶ Be able to critically analyse a range of data to produce research outputs.



What will you earn?



Level 7 Diploma
OTHM, UK



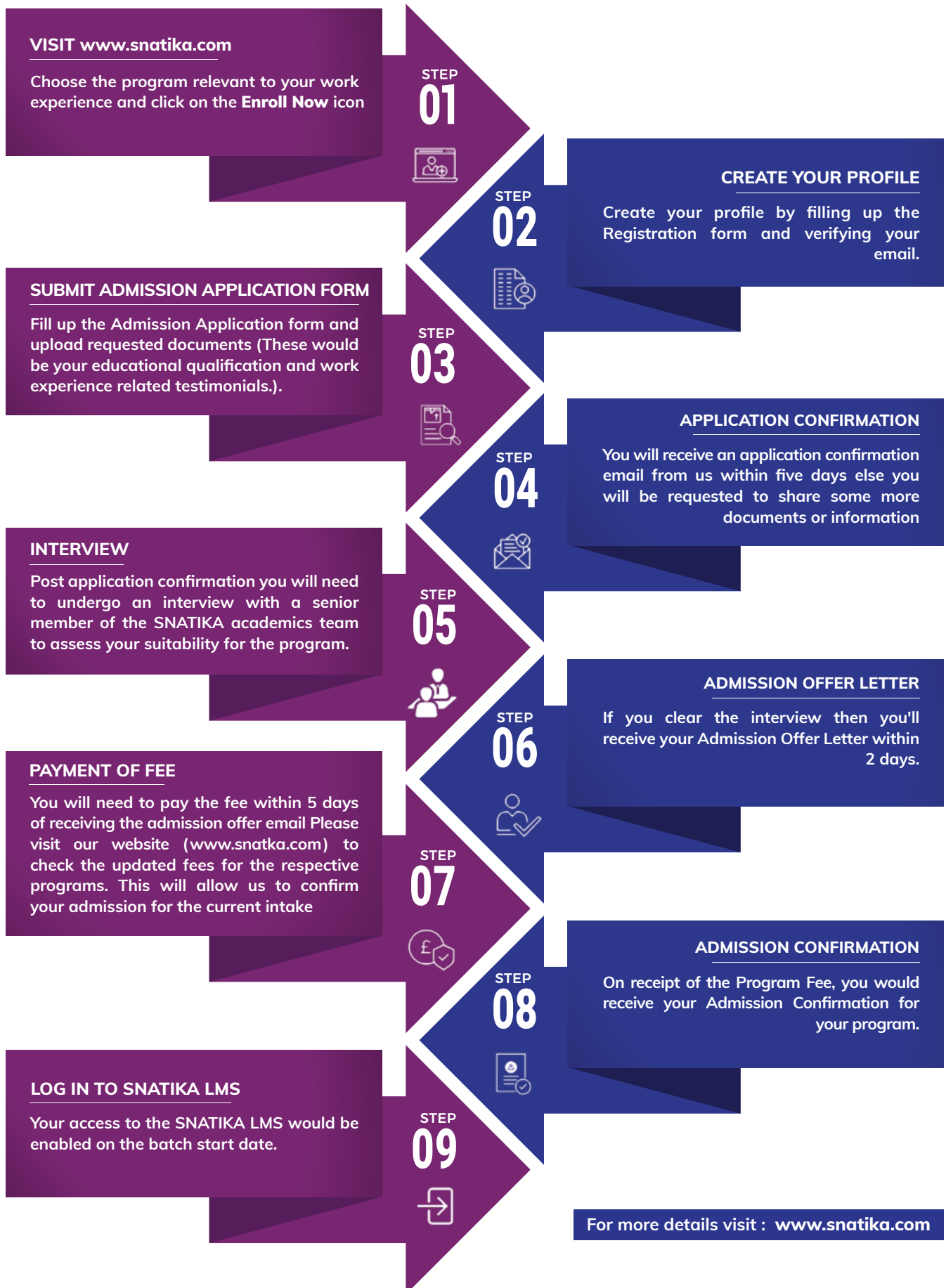
Professional Program Certificate
SNATIKA

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.





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 Masters 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 professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. 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 Subject Matter Experts 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 our website for current information on the closing date of admissions and the batch start date (www.snatika.com).

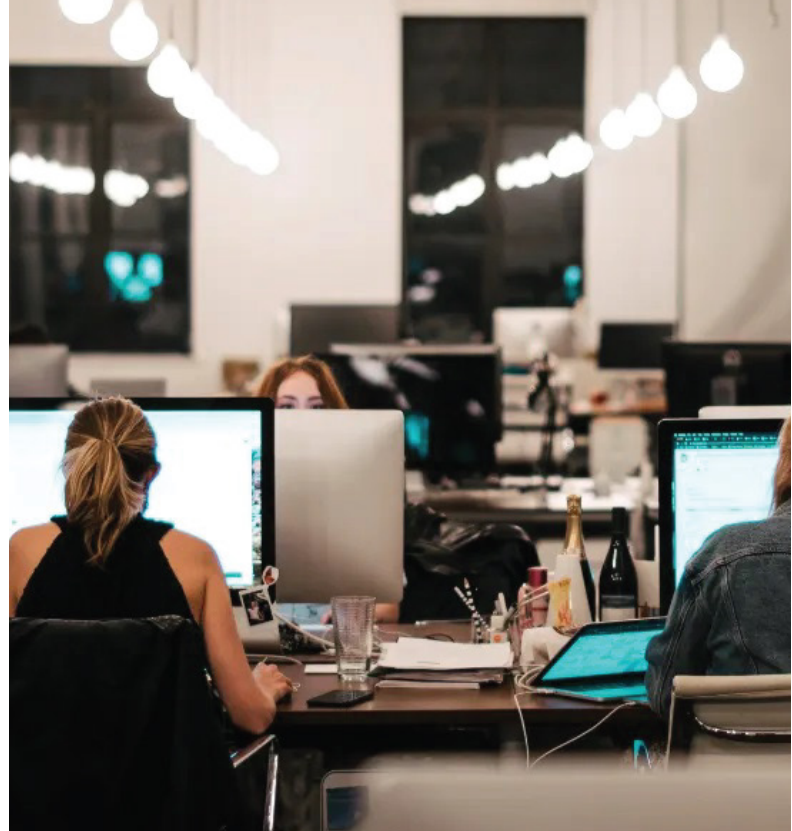
Selection Process

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

Program Format- Online

The entire duration of the master's program is delivered through our state-of-the-art LMS (Learning Management Systems).

Your entire learning journey will be managed and recorded by our LMS. You can access your program content, take quizzes, upload assignments and raise tickets for queries.



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 to check the updated fees for the respective programs (www.snatika.com).

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.

SNATIKA

provides the following professional programs from OTHM (partial list shared)

Level 7 Diploma in Strategic Marketing

Level 7 Diploma in Risk Management

Level 7 Diploma in Project Management

Level 7 Diploma in Public Administration

Level 7 Diploma in Accounting & Finance

Level 7 Diploma in Coaching & Mentoring

Level 7 Diploma in International Business Law

Level 7 Diploma Human Resources Management

Level 7 Diploma in Health & Social Care Management

Level 7 Diploma in Logistics & Supply Chain Management

Level 7 Diploma in Police Leadership and Management

Level 7 Diploma in Strategic Management and Leadership

Level 7 Diploma in Tourism and Hospitality Management

Level 7 Diploma in Education Management and Leadership



SNATIKATM

Boosting Careers of Professionals



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