



Yenza Academy



Level 3 Diploma in Hospitality and Tourism Management

ABOUT

Gain essential skills in customer service, marketing, and operations management to prepare for a career in hospitality.

QUALIFICATION DETAILS

 120 Credits

 6-9 months

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Why Choose Yenza Academy?

Yenza Academy provides students with flexible, stackable qualifications in various career pathways, recognised worldwide. Our programme is designed for individuals seeking to fast-track their academic and professional goals. Through comprehensive courses and partnerships with top universities, Yenza Academy prepares students for successful careers and advanced degrees.

Programme Goals



Provide foundational and advanced skills to prepare students for career readiness and further study.



Offer flexible, stackable qualifications with seamless progression from diplomas to degree programmes.



Deliver globally recognised qualifications accredited by ATHE and Qualifi, enhancing international career and academic opportunities.

Key Benefits



Flexible Learning: Study at your own pace with online courses tailored to fit your schedule.



Global Accreditation: Earn qualifications recognised by ATHE and Qualifi, opening doors to international career and academic opportunities.



Industry-Relevant Learning: Engage in practical assignments and case studies that reflect real-world challenges, enhancing your employability.

Accreditation & Partnerships

Yenza Academy courses are accredited by ATHE and Qualifi and recognised on the Ofqual Register. Our academic partnerships with prestigious institutions, such as the University of Bolton and Bangor University, provide seamless progression for students who wish to continue their studies with a Bachelor's top-up degree.

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Programme Structure



Course Overview

This course provides foundational knowledge in hospitality operations, customer service, and event planning. It equips students with the skills needed for entry-level roles or further studies in the hospitality and tourism industries.



Assessment Methods

Students will complete a portfolio of evidence, which includes a combination of 4 written assignments covering key topics within the hospitality and tourism industry.



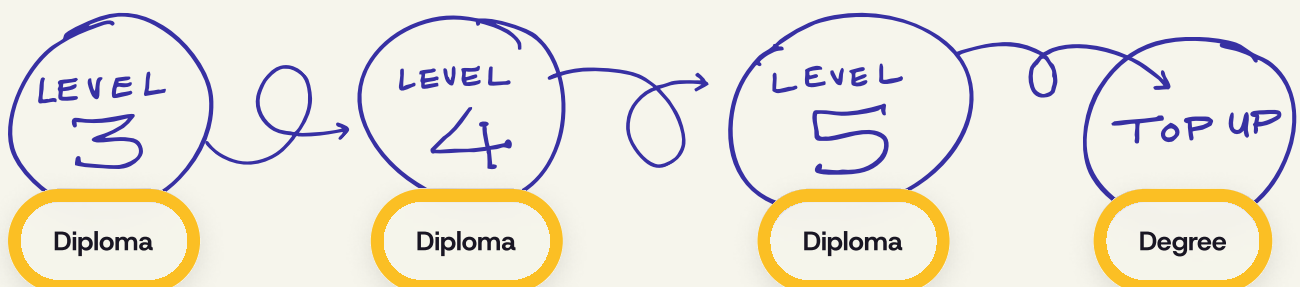
Admission

Applicants must be 16 years or older and possess a suitable academic background, such as a Level 2 qualification or equivalent. Non-native English speakers should meet a minimum English language proficiency level of IELTS 5.0 or equivalent.



Technical Requirements

Our platform is fully technology-driven; therefore, students will need a reliable PC, laptop, or tablet, or regular access to the aforementioned. Students will need a stable internet connection with sufficient data to access online resources and participate in programme activities.



Course Structure

1

Introduction to the Tourism Industry

30 CREDITS

Explore the intricacies of the tourism industry, where students will cultivate a deep knowledge and understanding of the dynamic landscapes within which organisations thrive. This module serves as a foundation, fostering comprehension of the diverse and frequently intricate contexts that shape the functioning of organisations.

2

Introduction to the Hospitality Industry

30 CREDITS

This module introduces the fundamentals of the hospitality industry, covering its various sectors, operational functions, and the importance of customer service. Students will gain insights into the structure and dynamics of hospitality businesses, equipping them with the knowledge needed for entry-level roles.

3

Introduction to Marketing for Hospitality and Tourism

30 CREDITS

This module focuses on the principles of marketing within the context of hospitality and tourism. It covers market research, consumer behaviour, and marketing strategies, providing students with the tools to develop effective marketing plans tailored to the unique needs of these industries.



Course Structure

4

Introduction to Customer Service for Hospitality and Tourism

30 CREDITS

This module emphasises the significance of excellent customer service in hospitality and tourism. It addresses customer service skills, strategies for managing customer interactions, and methods for resolving complaints, ensuring that students understand how to deliver high-quality service experiences.

