

ESSI Academy

Advanced Diploma in Tourism Business Management

PROGRAMME-LEVEL INFORMATION

The following information applies to the Advanced Diploma in Tourism Business Management (120 ECTS, MQF/EQF Level 4) as a whole and should be published on the main programme page.

Total Programme Hours of Learning

Hour Type	Total Programme Hours
Contact Hours	600 hours
Self-Study Hours	2,195 hours
Assessment Hours	205 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	3,000 hours

Note: 1 ECTS = 25 total learning hours. The full programme comprises 120 ECTS = 3,000 total hours.

Programme Structure

The programme is structured across 8 semesters (each semester = 3 months). One module is delivered per semester.

Full-Time Duration: 2 Years (8 semesters)

Part-Time Duration: 36 Months (144 weeks, 8 phases of 18 weeks each)

Semester	Mode	Module	Schedule (Part-Time)
Semester 1	Full-Time & Part-Time	Fundamentals of Travel and Tourism	Weeks 1-18
Semester 2	Full-Time & Part-Time	Human Resource Management Theory and Practice	Weeks 19-36
Semester 3	Full-Time & Part-Time	Foundations of Finance and Bookkeeping	Weeks 37-54
Semester 4	Full-Time & Part-Time	Marketing Management	Weeks 55-72
Semester 5	Full-Time & Part-Time	Customer Relationship Management (CRM) in Tourism	Weeks 73-90
Semester 6	Full-Time & Part-Time	Fundamentals of Management and Supervisory Skills in Tourism	Weeks 91-108
Semester 7	Full-Time & Part-Time	Fundamentals of Small Business Practices and Entrepreneurship in Tourism	Weeks 109-126
Semester 8	Full-Time & Part-Time	Cultural, Adventure & Experiential Tourism Management	Weeks 127-144

Programme Grading System

The following grading system applies across all modules of the programme:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Pass Mark: 50% for all modules.

Resit Policy: Students who obtain below 50% may resit the assessment a maximum of 2 times. In the event of a third failure, the student must repeat the module before being permitted to reattempt the assessment.

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

MODULE-BY-MODULE BREAKDOWN

The following sections provide the detailed content required for each individual module page on the website. Each module page must include the Hours of Total Learning (C2.12), its position within the Programme Structure (C2.13), Teaching and Assessment Procedures (C2.14), and the Grading System (C2.15).

Module 1: Fundamentals of Travel and Tourism

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 1 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 1–18).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures, group discussions, and case study analysis. Teaching incorporates hands-on activities such as problem-solving exercises, destination analysis, and industry scenario evaluations to reinforce key concepts. Students engage in debates, guided reflections, and collaborative projects to develop critical thinking and analytical skills. Learning is supported through lecture notes, tourism reports, and case studies to encourage application of theoretical knowledge.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation evaluates students' ability to analyse tourism concepts, assess industry impacts, and communicate insights effectively. The short written report provides a structured analysis of key tourism principles such as destination management, economic impacts, or tourism sector organisation.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 2: Fundamentals of Management and Supervisory Skills in Tourism

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 2 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 19–36).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through a combination of interactive lectures, practical demonstrations, and group-based activities. Students participate in group discussions, role-playing exercises, and simulated workplace scenarios such as shift handovers, team briefings, and basic task allocation. Case studies explore typical supervisory situations. Hands-on activities such as preparing rotas, using checklists, and completing service reports reinforce practical understanding. Where appropriate, guest speakers from the tourism and hospitality industry share insights into day-to-day supervisory duties and operational challenges.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation assesses students' ability to demonstrate practical understanding of basic supervisory and management tasks in tourism settings. Students apply routine procedures, explain their role in supporting team coordination, and present their understanding of operational responsibilities. The written report allows students to reflect on supervisory duties or provide a structured response to a simple operational case study.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 3: Human Resource Management Theory and Practice

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 3 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 37–54).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures and group discussions to provide students with a strong theoretical foundation in HRM within the tourism and hospitality industry. Teaching incorporates practical activities such as presentations, scenario-based problem-solving, and case studies to reinforce key HR concepts. Students engage in discussions, guided reflections, and structured HR assessments to enhance critical thinking and decision-making abilities. Learning is further supported through lecture notes, case studies, and practical exercises.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation evaluates students' ability to apply HRM theories to tourism-specific contexts, demonstrating knowledge of recruitment, employment law, and workforce coordination in the sector. The short written report provides a structured analysis of key HRM concepts such as recruitment challenges, onboarding of staff, or developing an HR Employee Handbook.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 4: Foundations of Finance and Bookkeeping

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	270 hours
Assessment Hours	30 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 4 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 55–72).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures, practical exercises, and group discussions. Teaching incorporates both theoretical and practical sessions, ensuring students develop a clear understanding of financial transactions and their applications in tourism and hospitality businesses. Students engage in worked examples, hands-on bookkeeping exercises, and real-world financial case studies. The module features manual bookkeeping exercises where students practise ledger entries, bank reconciliations, and financial statement preparation.

Assessment Procedures:

Assessment: 100% Practical Assignment

Pass Mark: 50%

The assessment requires students to apply fundamental bookkeeping principles in a realistic financial scenario, evaluating their ability to accurately record financial transactions, maintain sales and purchase ledgers, prepare bank reconciliations, and produce basic financial statements (trial balance, profit and loss account, balance sheet). Students also demonstrate competence in handling VAT calculations relevant to a tourism or hospitality business. Marks are awarded based on accuracy, completeness, and adherence to bookkeeping standards.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 100% Practical Assignment | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 5: Marketing Management

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 5 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 73–90).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures and group discussions providing a strong foundation in Marketing Management within the tourism and hospitality industry. Teaching incorporates practical activities including presentations, case studies, and scenario-based problem-solving. The module covers market research, advertising strategies, branding, and digital marketing techniques, allowing students to apply their knowledge to real-world tourism scenarios. Learning is further supported through lecture notes, industry case studies, and hands-on exercises.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation evaluates students' ability to apply marketing management theories to tourism-specific contexts, including market segmentation, branding, advertising strategies, and consumer behaviour. Students develop and present a marketing plan or campaign proposal tailored to a tourism business, destination, or product. The short written report provides a structured analysis of key marketing concepts such as evaluating marketing strategies, analysing promotional campaign effectiveness, or developing a digital marketing plan.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 6: Fundamentals of Small Business Practices and Entrepreneurship in Tourism

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 6 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 91–108).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures, group discussions, and guided practical exercises. Teaching focuses on operational tasks and routine processes, exploring how small tourism enterprises are planned, set up, and run. Learners participate in case studies, role-play activities, and basic business planning exercises. The module introduces PESTEL analysis and Maslow's Hierarchy of Needs as practical tools. Digital tools such as Google Docs, Slides, and Canva are used for collaborative project work and creating promotional materials.

Assessment Procedures:

Assessment: 80% Group Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

Working in small groups, students design and present a basic tourism business concept outlining its purpose, target customers, service offering, and local tourism needs. The assessment focuses on applying PESTEL analysis and Maslow's Hierarchy of Needs. The individual written report allows each student to reflect on the business development process, describe their individual contribution, and highlight operational challenges encountered.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Group Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 7: Customer Relationship Management (CRM) in Tourism

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

Programme Structure

This module is delivered in Semester 7 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 109–126).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures and group discussions providing a strong theoretical foundation in CRM in Tourism. Teaching incorporates practical activities including role-playing exercises, case studies, and scenario-based problem-solving. The module covers B2B and B2C relationships, customer retention strategies, and online review management. Special emphasis is placed on handling customer feedback, monitoring online reviews, and implementing CRM tools to enhance customer loyalty and business credibility.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation evaluates students' ability to apply CRM strategies in tourism-specific contexts, demonstrating knowledge of B2B and B2C relationships, customer engagement, service recovery, and reputation management. Students develop and present a CRM strategy or customer engagement plan tailored to a tourism business or hospitality service. The short written report provides a structured analysis of key CRM concepts such as customer retention strategies, online review management, or a social media response plan.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%

Module 8: Cultural, Adventure & Experiential Tourism Management

MQF/EQF Level: 4 / 4

ECTS Credits: 15 ECTS

Hours of Total Learning

Hour Type	Hours
Contact Hours	75 hours
Self-Study Hours	275 hours
Assessment Hours	25 hours
Supervised Placement / Practice Hours	0 hours
TOTAL	375 hours

C2.13 — Programme Structure

This module is delivered in Semester 8 of the programme. Full-time students complete this module over one 3-month semester. Part-time students complete this module over 18 weeks (Weeks 127–144).

For the full programme structure across all 8 semesters, refer to the Programme-Level Structure section of this document.

Teaching, Learning and Assessment Procedures

Teaching & Learning Methods:

This module is delivered through face-to-face interactive lectures and group discussions providing a solid foundation in Cultural, Adventure, and Experiential Tourism Management. Teaching incorporates practical activities including presentations, case studies, and scenario-based problem-solving. The module explores tourism trends, destination management, sustainability practices, and visitor engagement strategies. Practical assignments include designing experiential tourism packages, planning small-scale events, and assessing the impact of cultural tourism initiatives. Special emphasis is placed on community involvement, ethical tourism, and innovative experience design.

Assessment Procedures:

Assessment: 80% Presentation + 20% Short Written Report (500-1,000 words)

Pass Mark: 50%

The presentation evaluates students' ability to apply cultural, adventure, and experiential tourism management concepts to real-world scenarios, demonstrating knowledge of experience design, visitor engagement, sustainable tourism practices, and event planning. Students plan and present a tourism experience or event proposal tailored to a specific destination, attraction, or tourism business. The short written report provides a structured analysis of key tourism management concepts such as evaluating the impact of cultural tourism, analysing sustainability in adventure tourism, or designing an immersive experiential tourism product.

Resit Policy: Students who obtain below 50% may resit a maximum of 2 times. A third failure requires the student to repeat the module before reattempting the assessment.

Grading System

Assessment Weighting: 80% Presentation | 20% Short Written Report (500-1,000 words) | Pass Mark: 50%

Criteria	Distinction (80-100%)	Merit (60-79%)	Pass (50-59%)	Fail (Below 50%)
Knowledge & Understanding	Demonstrates a clear and accurate understanding of key concepts, applying them appropriately in familiar contexts.	Shows sound understanding of key concepts with relevant examples in structured situations.	Demonstrates basic understanding of key ideas, with limited application.	Shows limited or inaccurate understanding of key concepts and struggles to apply them effectively.
Application of Knowledge	Applies knowledge effectively to familiar tourism-related tasks or problems, using correct methods and procedures.	Applies knowledge with some guidance; attempts practical application in predictable situations.	Shows basic ability to apply knowledge, though application may be incomplete or inconsistent.	Fails to apply knowledge to tasks; application is weak or incorrect.
Research & Information Use	Gathers relevant information from simple sources and uses it appropriately to support work.	Uses basic research techniques to support assignments, with generally appropriate selection of sources.	Attempts to use information, but research is limited or lacks relevance.	Little or no evidence of appropriate information gathering or use.
Problem-Solving	Identifies routine problems and applies standard solutions effectively in structured contexts.	Recognises problems in familiar situations and attempts appropriate solutions with some support.	Makes limited attempts to address problems; solutions may be unclear or underdeveloped.	Unable to identify problems or apply appropriate solutions.
Communication & Presentation	Communicates ideas clearly and appropriately in both written and verbal formats, using basic structure and terminology.	Communicates effectively, though some areas may lack clarity or structure.	Basic communication used; some issues with clarity, organisation, or use of appropriate language.	Poor communication with limited clarity, coherence, or appropriateness.

Grade Bands:

Distinction: 80-100% | Merit: 60-79% | Pass: 50-59% | Fail: Below 50%