

The Organisation for Tourism and Hospitality Management

# OTHM

## Your Professional Route to a Masters or BA (Hons) in Tourism and Hospitality

The Organisation for Tourism and Hospitality Management

LONDON SOUTH BANK UNIVERSITY

*OTHM courses accredited for access to LSBU - Tourism and Hospitality Degree programmes*





# History and Background of OTHM

The Organisation for Tourism and Hospitality Management (OTHM) was founded in 2003 as an independent professional membership body servicing the tourism and hospitality industry throughout the world.

Key aims of OTHM are to make membership, qualifications, and continuous professional development accessible and relevant to individuals and employers in the world's largest industry.

OTHM provides a programme of professional qualifications that are designed for Student Members to develop progressively the skills and knowledge that they will need to help them in their careers.

OTHM supports and encourages initiatives that help to minimise the impact of tourism on the environment and culture of host destinations.

The Organisation of Tourism and Hospitality Management (OTHM) is currently the fastest growing membership and examination body in the Tourism and Hospitality Industry in the UK.

With annual membership growth of over 50% a year (2004/2005/2006) we are determined to play a major role in the recruitment, training and placement of our members in key positions throughout the industry

OTHM has an articulation agreement with London South Bank University (LSBU) that allows professionally qualified OTHM students, associates and members, clear access routes to the LSBU BA (Hons) in Tourism and Hospitality and their MSc in International Tourism Marketing.



# OTHM Qualifications Structure

## **OTHM Introductory Certificate in Tourism and Hospitality Management**

60% Project, 30% Online Examination, 10% Attendance

## **OTHM Professional Certificate in Tourism and Hospitality Management**

Certificate 1 Introduction to Travel, Tourism and Hospitality

Certificate 2 Introduction to Business Environment

Certificate 3 Introduction to Business Communication and Customer Care

Certificate 4 Introduction to Business and Finance

## **OTHM Professional Diploma in Tourism and Hospitality Management**

Diploma 1 Tourism Marketing and Management

Diploma 2 Hospitality Marketing and Management

Diploma 3 Human Resources Management

Diploma 4 Tourism and Hospitality Operations Management

Diploma 5 Financial Management and Information Systems

Diploma 6 Customer Relations and Business Environment

## **OTHM Professional Higher Diploma in Tourism and Hospitality Management**

Higher Diploma 1 Marketing Communications For Tourism and Hospitality

Higher Diploma 2 International Tourism and Hospitality Business Environment

Higher Diploma 3 Corporate Business Strategy and Finance

Higher Diploma 4 Management Information Systems

Higher Diploma 5 Strategic Human resource Management

Higher Diploma 6 Project: Operations Management in the Business Environment

## OTHM and Employer Stakeholders

Initially focussing on the UK, we have begun our Work Experience Placement Introduction Service - to assist OTHM student members gain genuine industry work experience whilst completing studies.

We believe that OTHM student members need to hold both academic and operational skills to achieve superior career progression and work opportunities.

# OTHM Qualifications Structure and Entry Criteria

Our qualifications are designed to assist OTHM student, Associate and Full members enjoy an international standard of certification at four levels-see below

Entry Criteria	Award	Subjects
Introductory level qualification open to everyone over 18 years of age	<b>OTHM Introductory Certificate</b> (a Level 2 qualification)	Project and Examination
OTHM Introductory Certificate, GCSE or a Level 2 qualification or at least 5 years relevant industry experience	<b>OTHM Professional Certificate</b> (a Level 3 qualification)	<ul style="list-style-type: none"> <li>• Introduction to Travel, Tourism and Hospitality</li> <li>• Introduction to the Business Environment</li> <li>• Introduction to Business Communication and Customer Care</li> <li>• Introduction to Business and Finance</li> </ul>
OTHM Professional Certificate or working in supervisory or management roles in the industry	<b>OTHM Professional Diploma</b> (a Level 4 Qualification)	<ul style="list-style-type: none"> <li>• Tourism Marketing and Management</li> <li>• Hospitality Marketing and Management</li> <li>• Human Resources Management</li> <li>• Tourism and Hospitality Operations Management</li> <li>• Financial Management and Information Systems</li> <li>• Customer Relations and the Business Environment</li> </ul>
OTHM Professional Diploma	<b>OTHM Professional Higher Diploma</b>	<ul style="list-style-type: none"> <li>• Marketing Communications for Tourism and Hospitality</li> <li>• International Tourism and Hospitality Business Environment</li> <li>• Corporate business Strategy and Finance</li> <li>• Management Information Systems</li> <li>• Strategic Human Resource Management</li> </ul> <p>Project: Operations Management in the Business Environment</p>

As well as offering individuals certification, the qualifications also offer opportunities to enter or progress within the Tourism and Hospitality environment and enter BA (Hons) and Masters programmes at London South Bank University.

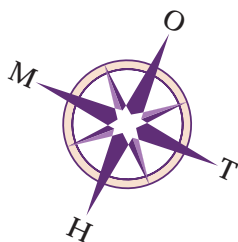
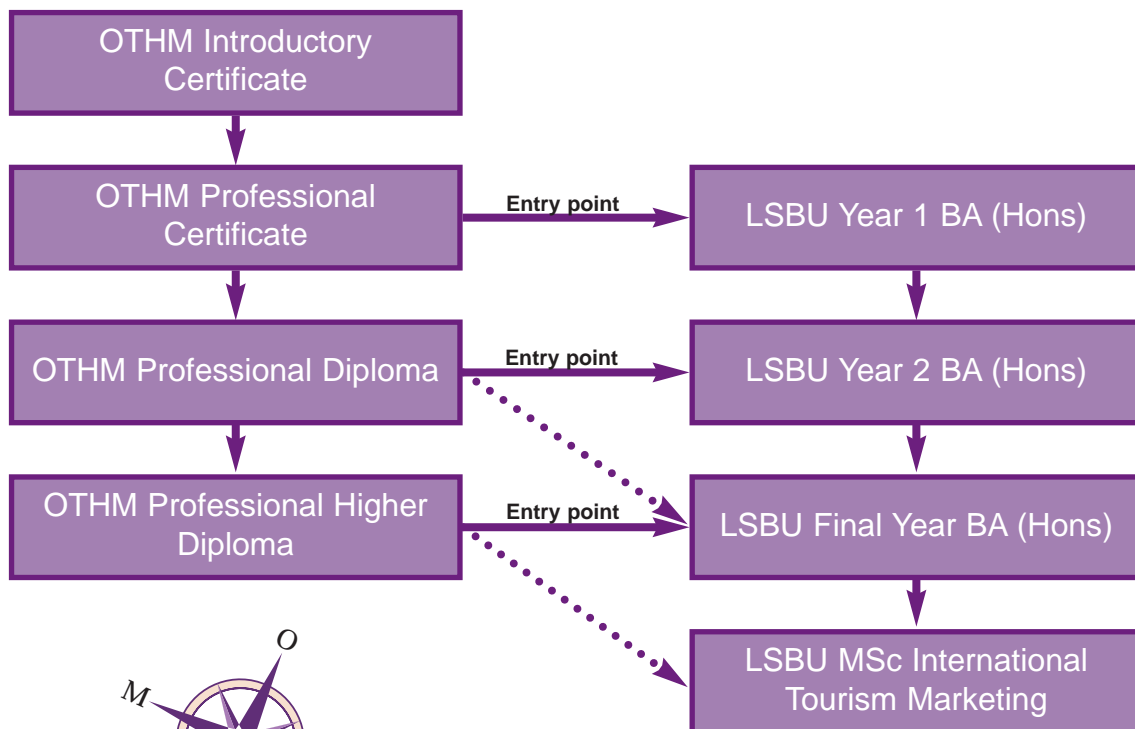
# Taking the professional route to your Bachelors or Masters degree

## OTHM and LSBU

OTHM has an articulation agreement with London South Bank University (LSBU) that allows professionally qualified OTHM students, associates and members, clear access routes to the LSBU BA (Hons) in Tourism and Hospitality and their MSc in International Tourism Marketing

### Professional Pathway

### Academic Pathway



### Recognition of OTHM qualifications:

R.1. That Holders of the OTHM Certificate are eligible to apply for entry to year one of the LSBU BA (Hons) Undergraduate Programme in Tourism and Hospitality.

R.2. That Holders of the OTHM Diploma, may apply for direct entry to year two of the LSBU BA (Hons) Undergraduate Programme in Tourism and Hospitality.

R.3. That Holders of the OTHM Higher Diploma, may apply for direct entry to the Final year of the LSBU BA (Hons) Undergraduate Programme in Tourism and Hospitality subject to the relevant level of work experience.

R.4. Exceptionally, subject to meeting APEL conditions students successfully completing the OTHM Diploma will be eligible to enter Level 3 of the LSBU BA (Hons) Undergraduate Programme in Tourism and Hospitality; and those with the OTHM Higher Diploma will exceptionally be eligible to enter the LSBU MSc International Tourism Marketing.

# Tourism and Hospitality Courses at LSBU

LSBU is at the heart of the Capital's fastest growing area, which is within easy access to London Underground and mainline stations. The university is continuing to expand facilities with new state of the art lecture theatres. Student halls of residence and various new building projects. LSBU is home to one of the leading Tourism and Hospitality Departments in the UK.

The university has inclusive policies on admissions which offer the widest opportunities and enables those who are able to achieve their full potential. LSBU has a tradition of Continuous Staff Development, enabling the team to offer the highest standard of student care.

The Department of Tourism and Hospitality Studies is located at 103 Borough Road, London SE1 and has worked with OTHM to establish quality standards on OTHM examinations, invigilation and certification of OTHM student members.

The University is pleased to allow OTHM Certificate, Diploma and Higher diploma holders—with relevant work experience to apply for entry (at various points) to the LSBU BA (Hons) in Tourism and Hospitality Management and also the LSBU MSc in International Tourism Marketing.

## **BA (Hons) Tourism and Hospitality Programme**

Common First Year Units

- The Tourism Industry
- The Hospitality Industry
- Tourism Issues and Impacts
- Food Beverage Principles
- Introduction to Marketing
- Key Study Skills
- Technology in the Tourism and Hospitality Industries
- Organisational Behaviour

## **Tourism Management and International Tourism Management**

- Destination Management
- Travel and Transport Planning
- Retail and Enterprise Tourism
- Destination Marketing
- International Service Quality
- International Tourism Development

## **Hospitality Management and International Hospitality Management**

- Hospitality Operations
- Hospitality Retail
- International Hospitality Operations
- Food and Beverage Concepts
- Food and Beverage Management
- International Service Quality

## **Units for Specialist Routes**

- Tourism and Hospitality Management and International Tourism and Hospitality Management
- Destination Management
- Hospitality Operations
- Hospitality Retail
- Retail and Enterprise Tourism
- Destination Marketing
- International Tourism Development

## **Tourism Development and International Tourism Development**

- Destination management
- Destination Planning
- Travel and Transport Planning
- Heritage Issues
- Event management
- International Service Quality
- Urban Tourism

# London South Bank University

## MSc/PgDip International Tourism Marketing

**Entry requirements:** a good honours degree or equivalent from a recognised institution. Applications are also welcomed from those without the required qualifications who possess the life/work skills that would make them suitable to study at this level. Exceptionally, subject to meeting APEL conditions students successfully completing the OTHM Diploma will be eligible to enter Level 3 of the LSBU BA (Hons) Undergraduate Programme in Tourism and Hospitality; and those with the OTHM Higher Diploma will exceptionally be eligible to enter the LSBU MSc International Tourism Marketing.

**Study period:** 1 year full time or 2.5 years part time

Tourism is expected to make a significant contribution to global economic growth over the next few decades. As a result the tourism sector is becoming increasingly competitive. A key factor determining the international competitiveness of tourism destinations is their ability to develop appropriate marketing strategies. This new course seeks to develop an in depth knowledge and critical awareness of the key factors shaping competitiveness in international tourism marketing.

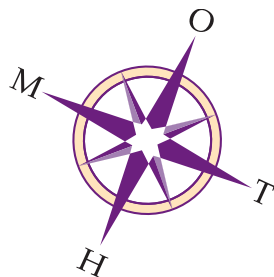
It is anticipated that successful graduates will assume positions in the marketing departments of a diverse range of private and public sector organisations (eg Tour operators, travel agents, hotel chains and government marketing organisations).

## Career Opportunities for OTHM Students

LSBU's hospitality and tourism graduates pursue careers in many areas of the industry and can often benefit from the University's links with major hotels, contract catering, licensed retailing and hospitality groups.

Those specialising in hospitality find employment particularly in international companies, small hotel chains and privately owned establishments. Many find employment in general management, sales, marketing and head office functions which include conferencing, personnel and finance.

Tourism graduates find employment in a wide range of companies and organisations including tour operators, travel agents airlines, event management companies, theme parks, heritage centres and government planning and marketing departments—to name but a few.



OTHM has a fast growing network of delivery centres both in the UK and overseas for the latest details and listings of your nearest OTHM study centre please refer to the OTHM website.

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[www.othm.org.uk](http://www.othm.org.uk)

Registration Number 04930176



For further details on application procedure for OTHM students to the London South Bank University contact:

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