

# HRODC Training Institute



## Course # 76M4

### On-Line Postgraduate Programme

### Tourism and International Relations Module 4

### Course or Seminar

#### Leading To

### DIPLOMA - POSTGRADUATE IN

### Tourism and International Relations Module 4

#### Progressing To a Masters Degree

## MBA – MSc – MA

### HRODC Postgraduate Training Institute - UKRLP Registration

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Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute

PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MISGS. Visiting Prof. P.U.P.

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**Tourism and International Relations Module 4**

**Course or Seminar**

**Leading To**

**DIPLOMA - POSTGRADUATE IN**

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**Progressing To a Masters Degree**

**MBA – MSc – MA**

**COURSE CO-ORDINATOR:**

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## Prof. Dr. R. B. Crawford

- PhD (London),
- MEd. M. (Bath),
- Adv. Dip. Ed. (Bristol),
- PGCIS (TVU),
- ITC (UWI),
- Member of the Asian Academy of Management - MAAM,
- Member of the International Society of Gesture Studies - MISGS
- Member of the Academy of Management - MAOM,
- LESAN,
- MSCOS
- Visiting Professor Polytechnic University of the Philippines - PUP

**Typical Course Duration:** 6 Months

### COST:

- **£2,010.00** + V.A.T. For UK Students
- **£2,278.00** + V.A.T. Non-UK Students

### Course Cost includes:

- Course Guide and Supplement,
- Course Material
- On-line Support
- Available Learning Resources
- Assessment over 6 month's period
- Reassessment over 6 month's period
- HRODC Diploma – Postgraduate
- Dissertation cost includes Reexamination and Revision over a 3-year period from 1<sup>st</sup> Registration.

## Course Outline

### International Tourism and International Relations

#### Module Objectives

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**By the conclusion of the specified learning experiences, delegates will be able to:**

- ❖ Explain the economic values that are associated with tourism;
- ❖ Calculate the likely contribution of tourism to a country's overall gross domestic product;
- ❖ Position tourism as an 'economic growth factor';
- ❖ Positively link increasing effectiveness of national tourism with improvement in associated industries;
- ❖ Illustrate, drawing on available statistics, the interrelationship between tourism and the service sector;
- ❖ Statistically verify the relationship between regional and global events and national tourism;
- ❖ Demonstrate the relationship between a country's position on the world stage and national tourism activities;
- ❖ Plan and implement tourism strategies confidently within both domestic and international contexts;
- ❖ Have a sound understanding and a critical awareness of contemporary tourism issues;
- ❖ Deal with complex issues both systematically and creatively and make sound judgements;
- ❖ Demonstrate self direction and originality in solving problems;
- ❖ Act autonomously and professionally in planning and implementing strategies;
- ❖ Fully develop the qualities and transferable skills, including initiative, decision-making and independent learning ability, necessary for today's global tourism industry;
- ❖ Carry out tourism management functions to a high professional level;
- ❖ Position tourism management and human resource management as symbolically related;
- ❖ Apply balance score card to tourism and tourism management;
- ❖ Exhibit a heightened understanding of International tourism and its positive and negative implications for the prevailing culture and culture integration;
- ❖ Provide substantive evidence that might support the nation that the industrial and service sector are highly depending on tourism;
- ❖ Demonstrate a high level of understanding of the negative impact that terrorism has on international tourism;
- ❖ Illustrate their understanding of the relationship between a country's participation in and contribution to international conventions and protocol and increased tourism activities;
- ❖ Explain and calculate the contribution that national tourism makes to a country's foreign exchange reserve;
- ❖ Demonstrate an understanding of the extent to which tourism contributes to a country's credit rating;
- ❖ Demonstrate an understanding of the importance of regional co-operation in boosting national tourism;
- ❖ Exhibit a heightened understanding of risk management in tourism;
- ❖ Conduct risk assessment in an aspects of tourism;

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- ❖ Use tangible evidence to indicate that they can position an organisation or its subsystem to manage risk and disaster preparedness within the tourism sector;
- ❖ Recall fundamental issues associated with risk management, disaster recovery and organisational continuity;
- ❖ Provide a working definition of financial risk and financial risk management;
- ❖ Name, with brief expiation, of at least four different areas to which financial risk might be associated;
- ❖ Demonstrate their understanding of the financial risk that is associated with the operation of governmental and business organisations;
- ❖ Discuss, illustrating a heightened understanding of the extent to which globalization is a major contributory factor to the ineffectiveness of current financial risk management strategy.
- ❖ An understanding tourism and contemporary tourism issues from a global community perspective.
- ❖ Communication in international tourism: practical and conceptual and contextual issues.
- ❖ Local national regional and international tourism: distinction and issues to be addressed.
- ❖ The rule of government in police formulation and dissimulation.
- ❖ Micro and macro economics and global tourism.
- ❖ Tourism and international equilibrium.
- ❖ Psychology of destination marketing.
- ❖ Global Vs community-oriented tourism marketing.
- ❖ Psychological travel profiles.
- ❖ Host-gust relation and cultural issues.
- ❖ Social and cultural issues associated with global tourism.
- ❖ Tourism destination management.
- ❖ 'Progressive' developing countries and international tourism.
- ❖ Industry wide problems and solutions: national and global challenge.
- ❖ Exhibit the ability to effectively communicate orally and in writing, to appreciate the nature of controversy and intellectual conflict, and how to balance the needs and interests of opposing points of view.
- ❖ Demonstrate and understanding the various components of the tourism system on a local, state, regional, national, and international level.
  - ✳ To identify the role of government in establishing regulations and policies to protect, conserve, and manage the environmental resources.
- ❖ To understand how basic economic principles relate to global community-oriented tourism.
  - ✳ Identify and illustrate the role of tourism in achieving a positive balance of trade between countries.

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- ❖ Demonstrate and understanding of the psychological implications of tourism destination marketing practices.
  - \* Draw on basic marketing principles relating to global community-oriented tourism.
  - \* Understand the psychology of travel motivations and tourist typologies.
  - \* Understand the relationship between hosts and guests, and the role of the tourist as an agent for cultural change.
- ❖ Outline how basic social-cultural principles relate to global community-oriented tourism.
  - \* Identify authenticity and acculturation issues relative to tourism destination management.
- ❖ Demonstrate heightened awareness of the impact of the progressively developing countries on international tourism, and the ways on which the resultant resources can be harnessed.
- ❖ Illustrate an awareness of the current challenges and develop skills for identifying industry problems and proposing solutions.
  - \* Discuss the importance of providing safety, speed, and efficient transportation.
  - \* Produce writing documentation, which identifies the importance of crisis marketing management to tourism destinations.
- ❖ Identify opportunities and threats within international tourism.
- ❖ Conduct a strengths and weakness analysis within national and international tourism sectors.
  - \* Apply principles of strategic tourism planning with a community based project.
  - \* Develop individual skills in research methodology, writing, and communication.
- ❖ Demonstrate the ability to formulate and implement effective long term tourism strategy.

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## International Tourism and International Relations

### Module Contents, Concepts and Issues

- ❖ Economics of tourism;
- ❖ Tourism and gross domestic product;
- ❖ Tourism and related industries;
- ❖ Tourism and service industries;
- ❖ Tourism as an ‘economic growth factor’;
- ❖ Tourism and ‘world stage’;
- ❖ The contribution of national tourism to a country’s foreign exchange reserve;
- ❖ National tourism and international credit rating;
- ❖ Tourism and regional co-operation;
- ❖ National tourism and strategy implementation;
- ❖ Planning international tourism strategy;
- ❖ Implementing international tourism strategy;
- ❖ Contemporary tourism issues;
- ❖ Worker participation and problem solving within tourism;
- ❖ International tourism and worker professionalism;
- ❖ Strategic decision making;
- ❖ Carry out tourism management functions to a high professional level;
- ❖ Tourism and human resource management;
- ❖ Application of balanced score card tourism;
- ❖ International tourism;
- ❖ International gust relations;
- ❖ Tourism and industrial survivor kit;
- ❖ Tourism and counter-terrorism;
- ❖ International conventions and protocol;
- ❖ Risk management: an introduction;
  - ✱ Risk management in tourism
  - ✱ Risk management, tourism and disaster preparedness
  - ✱ Risk management, disaster recovery and organisational continuity
- ❖ Financial risk management;
  - ✱ Financial Risk: A Definition
  - ✱ Financial Risk Exposure
  - ✱ Organisational areas exposed to financial risk
  - ✱ Operational financial risk in governmental and business organisations
  - ✱ Globalization and financial risk: Contributory factors

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- ❖ Opportunities and strength analysis in tourism;
- ❖ Strength and weakness analysis in tourism organisation;
- ❖ Using information from SWOT analysis to enhance tourism strategy.



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## On-line Postgraduate Application, Admission and Enrolment Procedure

**On-line Postgraduate Enrolment can be done at any time convenient to the student**

### 1. Continuous Registration for Postgraduate Diploma and Masters Degree – MA, MSc, MBA, Executive MBA

Prospective students might register for a Full Postgraduate Diploma or Masters Degree, in the first instance. This will represent a continuous registration, incorporating the different courses, and, or, modules. The duration of a Postgraduate Diploma or Postgraduate Diploma component of a Masters Degree is typically two years but is longer for programmes such as Executive MBA. The procedure outlined below is more appropriate for those studying individual courses.

### 2. Online Application Requirement:

Please send the following documents:

- ✚ Completed Postgraduate Application Form, including a passport sized picture of the applicant
- ✚ Copy of Issue and photo page of your current passport or copy of you National Identity Card, if it has your photograph incorporated.
- ✚ Two recent References, at least one of which should be academic – from your University or College

### 3. What Happens Next?

- ✚ On receipt of all the above documents we will make an assessment of your suitability for the Programme.
- ✚ If you are accepted on the Programme, you will be notified accordingly and sent an Admission and Enrolment Confirmation Letter and Invoice.
- ✚ One week after the receipt of your payment or official notification of your payment, your course tutor will contact you, by e-mail or telephone, welcoming you to the Programme and officially commencing your study.
- ✚ The six months countdown begins with the initial Tutor Contact.

### 4. Subsequent Course Registration

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Once you have registered for one course, subsequent course registration is straightforward

- ✚ When you have notified us, by e-mail, of your intention to register for another course, we will send you your Admission and Enrolment Confirmation Letter and Invoice.
- ✚ One week after the receipt of your payment or official notification of your payment, your course tutor will contact you, by e-mail or telephone, welcoming you to the Programme and officially commencing your study.
- ✚ The six months countdown begins with the initial Tutor Contact.

## 5. Registering for the Masters Degree

- ✚ When you have successfully completed the requirement for the Postgraduate Diploma, you will receive the Award
- ✚ If you intend to proceed to the Masters degree, you need to register for course #7, Research Project: Design, Conduct & Report
- ✚ Close to the completion of this compulsory course, you may register for the Masters Degree
- ✚ Your Masters Degree registration will incorporate a Synopsis or Research Proposal. The groundwork for this would have been addressed by course #7.
- ✚ We will then send you your Admission and Enrolment Confirmation Letter and Invoice.
- ✚ You will be assigned a Dissertation Supervisor and a Dissertation Mentor
- ✚ Your Dissertation Supervisor will have the main responsibility for your work
- ✚ Your Dissertation Mentor will have casual contact with you and resolve any problems that you might be experiencing with your supervision that your Dissertation Supervisor cannot address or that you do not wish to bring to his or her attention
- ✚ One week after the receipt of your payment or official notification of your payment, your Dissertation Supervisor will contact you, by e-mail or telephone, welcoming you to the Programme and officially commencing your study.
- ✚ The two year countdown begins with the initial Supervisor Contact.

## General Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes

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## Summary of the Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes

Students who have successfully completed the HRODC General Postgraduate Diploma, HRODC Specialist Postgraduate Diploma and HRODC Cumulative Postgraduate Diploma may proceed to register for the Postgraduate Degree (MBA, MA, MSc). HRODC Cumulative Postgraduate Diploma relates to a Diploma that is granted through the addition of courses taken at intervals over a 6-year period. This type of Postgraduate Diploma might include both General and Specialist groupings. The requirement incorporates the ‘180-Hour Rule’, wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma.

After the Postgraduate Diploma Stage, students might register for a Masters Degree (MA, MBA, MSc – as appropriate). They will then be required to study a research module – Course #7 and present an externally assessed Dissertation of 15,000 to 20,000 words. They will receive supervision from 2 research tutors and will submit to an Oral Examination of their Thesis.

### HRODC Postgraduate Diploma and Diploma – Postgraduate.

#### HRODC Postgraduate Diploma and Diploma - Postgraduate: Distinction and Award

The successful completion of four on-line Postgraduate Courses will lead to the award of HRODC Training Institute’s Postgraduate Diploma. Each six month’s course, which is successfully completed, will lead to the Institute’s Diploma - Postgraduate. The term ‘Diploma – Postgraduate’ indicates that the course is postgraduate and counts towards a full Postgraduate Diploma

Individual Modules and Blocks of HRODC Postgraduate Diploma can be studied over a 6-year period. All modules or Blocks, in the case of the Postgraduate Diploma in Executive Management, must have been studied, with Students gaining 50% and above in at least 70% of the modules or blocks. To achieve the attainment level required for the Award of HRODC Postgraduate Diploma in Communication and

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Information Management, students should achieve a minimum of 50% pass in at least 70% of the modules. Module one will be treated as a double-unit and assessed in 2-parts, while module 3 will be regarded as 4 units, assessed in 4 distinct parts. There are, therefore 10 units, for assessment purpose, requiring at least a pass in 7 units, at 50% or higher. The assessment will be facilitated by the issuance of bound copies of course guides and course supplement (possibly combined), at the beginning of the training.

Students who fail to achieve the requirement for HRODC Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions. Those students who fail to achieve the requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Participation.

### **Title Examples of HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate**

HRODC Postgraduate Diploma Course or Seminar Titles include: *HRODC Postgraduate Diploma in Human Resource Management; HRODC Postgraduate Diploma in Comprehensive Human Resource Management; HRODC Postgraduate Diploma in Executive Management; HRODC Postgraduate Diploma in Comprehensive Real Estate Management; HRODC Postgraduate Diploma in Women in Management; HRODC postgraduate Diploma in Comprehensive Project Management; HRODC Postgraduate Diploma in Communication and Information Management.*

HRODC Diploma – Postgraduate - Course or Seminar Titles include: *HRODC Diploma - Postgraduate - in Financial Risk Management; HRODC Diploma - Postgraduate - in Judging Economic and Financial Crimes; HRODC Diploma - Postgraduate - in UK Legal System: Court Organisation and Management; HRODC Diploma - Postgraduate - in Organisational Change Management; HRODC Diploma - Postgraduate - in Client Or Customer Care; Leading to HRODC Diploma - Postgraduate - in Trainer Training: Training for Trainers; HRODC Diploma -*

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*Postgraduate - in Worker Motivation; HRODC Diploma - Postgraduate - in Employee Resourcing: Recruitment and Selection; HRODC Diploma - Postgraduate - in Diversity Management; HRODC Diploma - Postgraduate - in Research Project Management; HRODC Diploma - Postgraduate - in Anti-Dumping and Anti-Subsidy; HRODC Diploma - Postgraduate - in Internal Audit; HRODC Diploma - Postgraduate - in Fundamentals of Automotive Industry; HRODC Diploma - Postgraduate - in Advanced Project Management; HRODC Diploma - Postgraduate - in Productivity Improvement; HRODC Diploma - Postgraduate - in Introduction to Real Estate Management; HRODC Diploma - Postgraduate - in Conveyancing and Property Valuation; HRODC Diploma - Postgraduate - in UK Employment Law; HRODC Diploma - Postgraduate - in UK Consumer Law; HRODC Diploma - Postgraduate - in ISO 9000 Quality Systems; HRODC Diploma - Postgraduate - in Modern Quality Systems; HRODC Diploma - Postgraduate - in Modern Quality Systems and ISO 9000; HRODC Diploma - Postgraduate - in Personnel and Occupational Testing; HRODC Diploma - Postgraduate - in Personnel and Occupational Test Questionnaire Design and Results Analysis; HRODC Diploma - Postgraduate - in Information, Risk and Security Management; HRODC Diploma - Postgraduate - in Executive Leadership and High Performance Team Management; HRODC Diploma - Postgraduate - in Organisational Design: Structuring and Restructuring Organisations; HRODC Diploma - Postgraduate - in Investment Projects in Industrial Sector; HRODC Diploma - Postgraduate - in Industrial Investment Performance Evaluation; HRODC Diploma - Postgraduate - in Strategic Management and Project Management; HRODC Diploma - Postgraduate - in Fundamentals in Oil and Gas Accounting; HRODC Diploma - Postgraduate - in Advanced Financial Accounting; HRODC Diploma - Postgraduate - in Advanced Cost Management; HRODC Diploma - Postgraduate - in Assessing Parenting Capability and Children's Need; and Recording & Report Writing For Social Service; HRODC Diploma - Postgraduate - in Strategic Management and Strategic Cost Management; HRODC Diploma - Postgraduate - in Strategic Management Accounting; HRODC Postgraduate Diploma - Postgraduate - in Advanced Budgeting; HRODC Diploma in Fundamentals of Air Cargo.*

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## HRODC Postgraduate Diploma Typology

HRODC would like to initiate and maintain a typology that will distinguish between its 3 main categories of Postgraduate Diploma:

1. HRODC General Postgraduate Diploma
2. HRODC Specialist Postgraduate Diploma
3. HRODC Cumulative Postgraduate Diploma

HRODC General Postgraduate Diploma refers to the Postgraduate Diploma, which consists of generic courses, taken within a three-year period. HRODC Specialist Postgraduate Diploma must be construed to mean a Postgraduate Diploma that consists of related courses. These include: *HRODC Postgraduate Diploma in Human Resource Management; HRODC Postgraduate Diploma in Comprehensive Human Resource Management; HRODC Postgraduate Diploma in Executive Management; HRODC Postgraduate Diploma in Comprehensive Real Estate Management; HRODC Postgraduate Diploma in Women in Management; HRODC Postgraduate Diploma in Comprehensive Project Management; HRODC Postgraduate Diploma in Communication and Information Management.*

HRODC Cumulative Postgraduate Diploma relates to a Diploma that is granted through the addition of courses taken at intervals over a 6-year period. This type of Postgraduate Diploma might include both General and Specialist groupings. The requirement incorporates the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma.

## HRODC's Quality Assurance

The 50% minimum attainment requirement for the HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate - is an attestation to our concern for quality and exceptional performance. This 'standard' is in line with most British Universities, some having recently moved away from their traditional 40% attainment requirement. One of the several ways in which HRODC assures academic and professional quality

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is to ensure that most of its consultants hold a PHD in their areas of specialism. The lowest qualification of any consultant at HRODC is an MA and, or, MSc. These qualifications are in addition to relevant experience and continuous development. While most applicants to HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate - Programmes are holders of Undergraduate and Postgraduate Degrees, some being Professors of internationally renowned Universities, others do not hold a degree but have substantial work and life experience to excel in the courses. In addition, HRODC has instituted the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. Specialist Diploma such as the HRODC 'Postgraduate Diploma in Executive Management' consists of 540 hours.

In addition to the above, HRODC has incorporated the following additional Quality measures in its Postgraduate Degree Programme – These can also be found in the document *Regulation For HRODC Postgraduate Degrees – MBA, MA, MSc Programmes*

1. The length of the Dissertation will be between 15,000 and 20,000 words. Higher or lower limits can only be accepted through special dispensation, tabled through their Dissertation Tutor;
2. Students will be assigned one Main Dissertation Supervisor, for formal tuition, and a Dissertation Mentor, who will provide them with informal advice, in conjunction with their Main Dissertation Supervisor;
3. Students' Viva Voce, or Oral, Examination will be conducted within 3 months of the submission of their Dissertation;
4. The Dissertation Examination will be conducted by an External and an Internal Examiner;
5. The External Examiner will be drawn from a recognized University and will be an Academic in the Discipline, who is not otherwise associated with HRODC;
6. The Internal Supervisor will be an HRODC Tutor, who is neither Students' Main Dissertation Supervisor or their Dissertation Mentor;

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7. The submission date of a Masters Dissertation is expected to be within 12 calendar months of their initial registration for the Degree but can be extended, on application, to a period not exceeding 24 months;
8. In the event that Students were not successful on the first attempt, they will be given the opportunity to make minor amendment to, or revise, their Dissertation, with the guidance of their Dissertation Supervisors.

### Course Admission and Registration:

As an Award-bearing Postgraduate Course, it is essential that we assess the aptitude of our potential participants. We, would, therefore appreciate if you might complete our standard Postgraduate Application Form, which is available on request (please see our contact details above), or downloadable from:

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

If your previous qualifications and experience are in line with our admission criteria, you will be sent an official notification of your admission to the course or courses for which you have applied, along with a Proforma invoice, for the payment of the relevant fees. You will then be duly registered for the course/s as soon as we have received your payment.

### Terms and Conditions

HRODC Policy Terms and Conditions are Available for viewing at:

<http://www.hrodc.com/COSTS.htm>

Or Downloaded, at:

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

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