

**International Diploma in  
Tourism & Hospitality  
Management**  
国际旅游及酒店管理文凭

This full time course is designed for students who are keen to develop their knowledge of tourism and/or hospitality management in an international context.

这个全日制的课程专门为热衷于国际间旅游业和酒店管理业发展的学生所设置。

The course comprises core modules in European Events Management and International Hospitality Management & International Tourism. In addition students will develop their English speaking, reading and writing skills. Cultural awareness classes introduce concepts of language and culture, in particular focussing on British history and traditions. Students will also undertake a work placement in a local tourism or hospitality organisation.

主要核心课程包括欧洲国际酒店管理及旅游管理等。学习此文凭的学生们还将参加听说读写的英语基本学习课程。并且，学生们还将学习文化宣传课程，此课程是专门介绍文化和语言的差异，特别是让学生对于英国的历史和传统有更深的了解和学习。最后，学生们还将有机会在英国当地的酒店行业或者旅游业开展实习活动，将理论和实际相结合。

Students will follow the modules throughout the year for 30 weeks as follows:

以下的课程介绍就是学生们在一年 30 周内将要学习的课程及课程大概介绍：

- **European Events Management** (exercising responsibility and decision making processes in the context of event management, evaluating and reflecting on facilitating a tourism /hospitality event) **20 credits**  
 欧洲事件管理课程（主要学习在事件流程管理方面履行职责和决策的学习，评价和反映，并且在旅游，接待活动和酒店管理业中的反映情况等） 20 学分
- **International Hospitality Management** (analysing factors affecting demand for hospitality services, applying a range of management techniques within the international hospitality industries, demonstrating an understanding of operational requirements in the hospitality industry) **20 credits**  
 国际酒店管理课程（分析对旅游业的影响因素和对旅游业需求与接待服务的要求，运用国际旅游业的管理技术和餐饮业的管理范围，并且深入了解旅游业与酒店业所需求的内容等） 20 学分
- **International Tourism** (examines and analyses the theories and practices of tourism management; explores the functions of management within the context of the international tourism industry and examines management issues involved in different aspects of the tourism business) **20 credits**  
 国际旅游课程（解释和分析旅游管理的理论及练习，开发国际旅游产业的管理功能并且在旅游商务运作中的不同层面进行管理） 20 学分
- **Academic English** (developing knowledge of, and skills in, the application of academic English) **20 credits**  
 英语语言课程（拓展语言知识和技能，并且在学术英语中应用） 20 学分
- **Cultural awareness** (British history & society, customs and traditions, rights & responsibilities, cultural visits, introduction to English law, equality & diversity, health & safety) **20 credits**

