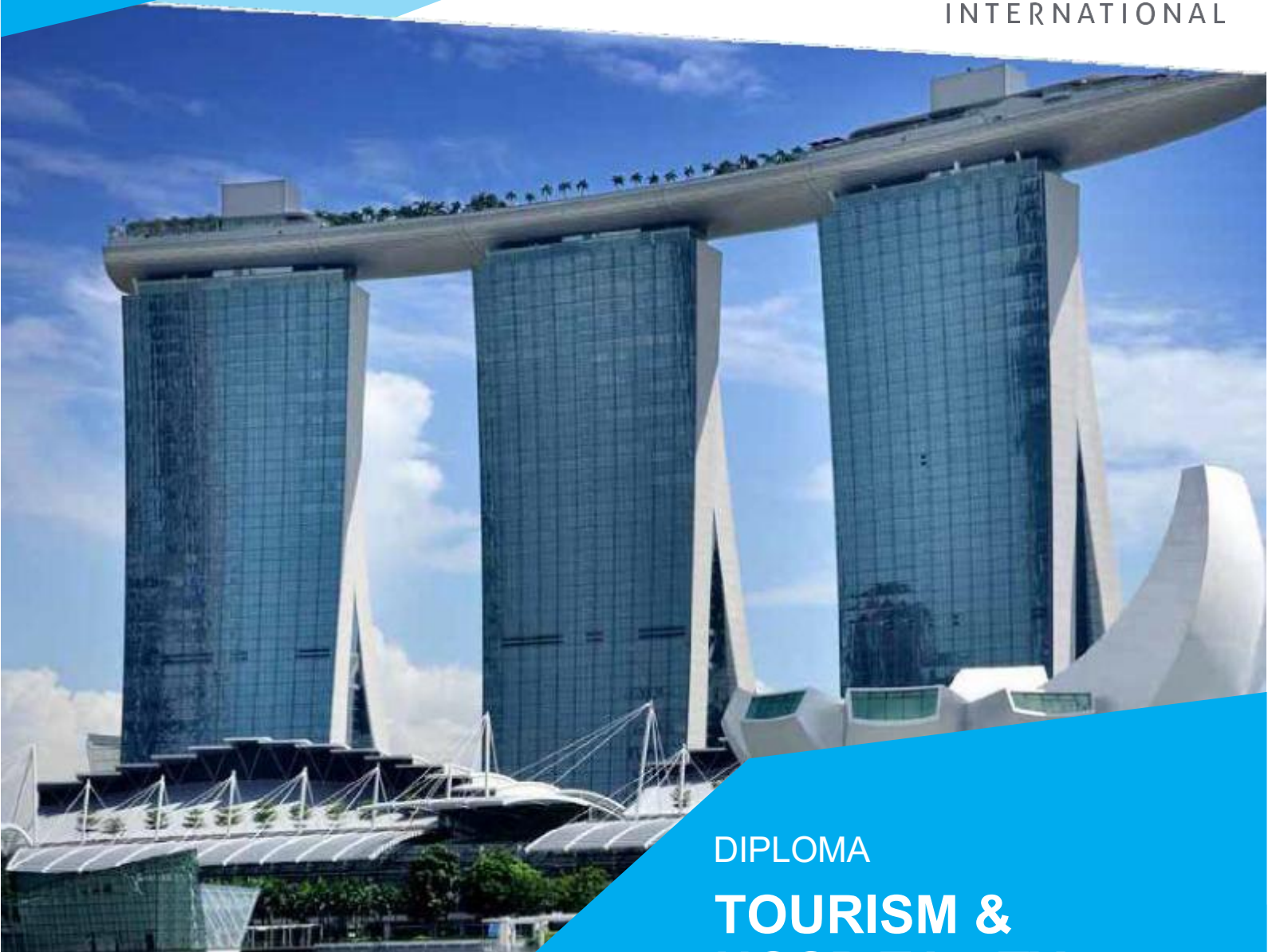




CSM ACADEMY
INTERNATIONAL



DIPLOMA
**TOURISM &
HOSPITALITY
MANAGEMENT**

**BEHIND
EVERY HAPPY GUEST**
IS AN EXPERIENCE WORTH REMEMBERING



Cert No. : EDU-3-3219
Validity: 31-08-2025 to 30-08-2026

ERF Registration No. 200505735M
ERF Validity: 20/05/2022 - 19/5/2026

www.csmacademy.edu.sg

DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT



INTRODUCTION

The current globalization enhanced by rapid advancements in Technologies - enabling easier reach of overseas destinations with lower price - results in the overall increase of The Diploma in Tourism and Hospitality Management program was developed based on the result of an informal market survey undertaken by the CSM Academy International to provide local and international students with the necessary academic knowledge of subjects in Tourism and Hospitality Management so that they are able to embark on a career in Tourism and Hospitality Industry.

Successful completion of the Diploma in Tourism and Hospitality Management leads to an Advanced Diploma in Tourism and Hospitality Management to further acquire the knowledge and skills for specific roles in Tourism and Hospitality.

ABOUT CSM ACADEMY

CSM Academy was established since 2005 as a Private Education Institute to deliver Service Management programmes with a major focus on healthcare services education. It delivers multi-level courses ranging from Certification and Diplomas to Bachelor's and Master's Degrees. Other than healthcare, CSM Academy also provides educational courses across a wide range of other disciplines including biomedical research, digital media, and hospitality & tourism.

CSM Academy emphasises skills competency, applied workplace knowledge and service excellence, developing several of their own intellectual property programmes in Aged Care, Therapy Services and Biomedical Science, all designed to help students make a positive impact in the lives of someone else.

CSM Academy is equipped with laboratory facilities and an elder care home to facilitate holistic curriculum for our healthcare students. Our Biomedical Laboratory is well-equipped to prepare students with the necessary skills to plan and perform their research projects and be aware of good laboratory practice and health and safety.

CSM believes Life Skills is essential to meet the challenges of everyday life. To cope with the increasing pace and change of modern life, we offer healthcare courses which provide the necessary skills education not just workplace but home life.





COURSE DURATION

Full time: 6 months (3-hour lessons/day, 5 days/week)

Part time: 12 months (3-hour lessons/day, 3 days/week)

DELIVERY MODE

The course is delivered face-to-face in classroom mode.

COURSE COMMENCEMENT

Monthly Subject to vacancies

- A minimum of 10 registered students to commence class.
- Students will be informed 2 weeks before the commencement of the class.

ASSESSMENT METHODOLOGY

Assignments, assessment tasks and report

Note:

- In case of failure of a module, the student is allowed to take up to 1 supplementary assessment with payment of the appropriate fee. Modules are independent of each other.

GRADUATION REQUIREMENTS AND AWARDS

To graduate, students are required to pass all modules with at least 50%, complete a **6-month industrial attachment** or **complete the Capstone Project**, and fulfil the minimum attendance requirements to be awarded the **Diploma in Tourism and Hospitality Management** by CSM Academy International.

CAREER OPPORTUNITY

Employment opportunities include a variety of roles across hotels, resorts, tour agencies, and eco-tourism sites.

COURSE DEVELOPER AND AWARDING BODY

CSM Academy International, Singapore

ENTRY REQUIREMENT

- GCE A-level with at least 3 passes of equivalent or GCE O-level holder with a minimum age of 30 at the point of application and 8 years of working experience

English requirement:

- GCE A-level Pass in English or equivalent

FEES

Course Fee:

For local and international students:
S\$5,888 (GST included)

Insurance Fees:

Fee Protection Scheme

- Under the EduTrust Certification Scheme administered by SkillsFuture Singapore (SSG), all student fees must be protected through the Fee Protection Scheme.
- The FPS serves to protect students' paid course fees in the event the institution is unable to continue operating due to insolvency or regulatory closure.
- The FPS also protects students if the institution fails to pay penalties or return fees arising from judgments made against it by Singapore courts.

Medical Insurance Fee

- Subject to prevailing market rate
- Local and International Students are to purchase medical insurance valid throughout their course of studies with CSM Academy International.
- Local Students (Singaporeans, Permanent Residents & Non-student's Pass Holders) may opt-out of this scheme if they can provide proof of adequate medical insurance coverage in Singapore.

***The Fee Protection Scheme (FPS) serves to protect students' paid fees.*

****It is compulsory for all local and international students to purchase medical insurance which is valid throughout their course of studies with the CSM Academy International. Local students (Singaporeans, PRs & Non-student's Pass holders) may opt-out for this scheme if they can provide the proof of adequate medical insurance coverage in Singapore.*

Miscellaneous Fees:

Please ask for a copy from our Programme Executives.

OUR VISION

To be the Premier Educator for Service Excellence

OUR MISSION

To inspire Passion for Service and Contribution to Society through Excellence in Continuous Education

OUR VALUES

Responsibility, Integrity, Passion and Excellence (RIPE)

OUR CULTURE

An Open and Conducive Learning Environment, With Mutual Respect and Professionalism to Build A High Performance Organization

COURSE MODULES & SYNOPSIS

INTRODUCTION IN HOSPITALITY AND TOURISM INDUSTRY

This foundational module equips you with essential tourism theories and industry knowledge. You will explore key tourism concepts, understand what drives successful tourism, and examine how tourism contributes to national economies.

The module covers the interconnected components that make tourism work, including governmental and private sector organizations, passenger transportation, lodging and food services, travel agents, tour operators, and tourism attractions. You will study travel motivation, tourist behavior, and the importance of strategic tourism planning.

Additionally, you will develop skills to access and update knowledge of the hospitality industry, including its various sectors and relevant legislation. This knowledge forms the foundation for effective performance across all hospitality and tourism roles.

PRINCIPLES OF QUALITY SERVICE IN HOSPITALITY, FOOD & BEVERAGE INDUSTRY

Develop the skills and knowledge to manage customer service quality in hospitality and food & beverage operations. This module focuses on proactive, strategic approaches to service quality management. Learn to implement customer-focused service strategies that enable organizations to compete successfully in today's customer-driven market. Designed for managers, supervisors, and executives responsible for service quality leadership.

SALES & MARKETING IN THE TOURISM AND HOSPITALITY INDUSTRY

Gain foundational knowledge in sales, marketing, and personal selling within hospitality contexts. Learn operations and marketing strategies essential for driving sales, with clear steps to successful selling illustrated through real-life scenarios. Develop skills to promote products and services while identifying changes in customer preferences. This module applies to all customer-facing roles—including waiters, housekeepers, and receptionists—where opportunities exist to promote offerings beyond primary job functions.

FOOD & BEVERAGE OPERATIONS

Explore the fundamentals of food and beverage operations, from product recognition to service execution. Learn about food types, storage, menu planning, and service styles while mastering proper food handling procedures and personal hygiene practices. Discover the history and characteristics of alcoholic and non-alcoholic beverages, service techniques, bar equipment usage, and mixing procedures. Understand stock control principles essential to hospitality operations. Gain hands-on experience through practical training in our facilities.

FRONT OFFICE OPERATIONS

Gain fundamental knowledge of front office operations, principles, and problem-solving. Develop a hotelier's mindset while mastering key concepts including reservations, reception, cashiering, and yield management. Learn to apply these principles in hospitality settings and build a strong foundation for advanced front office studies.

HOUSEKEEPING OPERATIONS

Develop comprehensive housekeeping skills for commercial accommodation establishments. Learn to provide general housekeeping services, prepare guest rooms, operate on-premises laundries, and deliver specialist valet and butler services. Master stock management including receiving, storing, controlling, and ordering supplies. Understand essential hygiene procedures applicable across hospitality and tourism operations. Progress from foundational housekeeping skills to supervisory-level responsibilities in stock control and team leadership.

PRACTICAL LEARNING COMPONENT

After six months of foundational modules, complete your diploma with a 3-month practical component. Choose the pathway that aligns with your career goals.

Internship/Industrial Attachment immerses you directly in Singapore's hospitality and tourism sector. Working alongside industry professionals, you will apply classroom knowledge to real operations while building valuable professional networks. This hands-on experience enhances your employability and develops workplace adaptability. Ideal for students seeking immediate industry exposure and networking.

Capstone Project allows you to design and execute independent research addressing authentic industry challenges. Develop analytical and strategic thinking skills while exploring specialized topics, entrepreneurial concepts, or emerging trends. Create a professional portfolio piece demonstrating your expertise. Ideal for students interested in research, strategy, or further academic pursuits.

Both pathways ensure you graduate with practical experience that complements your academic foundation and prepares you for Singapore's competitive hospitality and tourism industry.

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