



Advanced Diploma in Hospitality and Tourism Management

Introduction

The Advanced Diploma in Hospitality and Tourism Management is an intensive 15-month program designed for students who have completed the Diploma level and wish to elevate their expertise from operational execution to strategic leadership. Over an initial 9-month academic phase, students will undergo a rigorous curriculum focused on high-level management, financial optimization, and global tourism policy. Unlike the foundational course which emphasizes hands-on hospitality operations like front office and F&B, the Advanced Diploma focuses on the business intelligence required to manage complex organizations, including revenue management, crisis leadership, and digital branding.

The program concludes with a 6-month industrial attachment, where students are expected to apply their advanced knowledge in supervisory or management-trainee roles, bridging the gap between senior academic theory and executive-level real-world experience. Upon completion, graduates will be equipped to take on leadership positions or pursue specialized university degrees in hospitality and tourism management.

Course Objectives

To ensure a successful transition from the Diploma's operational focus, the ADHTM program aims to:

- Equip students with the analytical frameworks (SWOT/PESTEL) and corporate governance skills necessary to lead hospitality enterprises in a competitive global market
- Enable students to move beyond basic pricing to perform complex yield management, demand forecasting, and sophisticated P&L analysis to maximize profitability
- Provide the tools to design recruitment, retention, and training strategies that build a high-performance service culture and navigate complex labor regulations
- Equip students to manage the modern digital ecosystem, including Online Travel Agency (OTA) distribution, data analytics, and online reputation management
- Prepare students to manage the full lifecycle of high-value business events, conferences, and exhibitions, including logistics, bidding, and risk management
- Transition from departmental "green" practices to regional destination management, evaluating tourism's economic and environmental impact on a global scale
- Train students to develop comprehensive Crisis Management Plans (CMP) and maintain operational continuity during global disruptions or emergencies

Modules

- Strategic Hospitality Management
- Advanced Revenue Management & Finance
- Human Resource Leadership & Talent Development
- Contemporary Marketing & Digital Branding
- Event & MICE Management
- Sustainable Tourism Policy & Destination Development
- Crisis Management & Operational Continuity
- Quality Management & Service Excellence Strategy
- Entrepreneurship & Business Development
- Industrial Attachment/Alternative Project

For the detailed description of modules please visit our website at www.genetic.edu.sg

Completion Criteria

- Minimum 75% attendance for Local/PR & Non-Student Pass Holders
- Minimum 90% attendance for International students
- Must pass all examinations and assessments for all modules
- Must complete Industrial Attachment/Alternative Project

Entry Requirements

Age:

- 17 years old and above

Language:

- Grade C6 at GCE O level English or equivalent or
- IELTS 5.5 or
- TOEFL 525 (Paper base) or 196 (Computer base)
- Pass the English Proficiency Test conducted by Genetic Computer School

Academic:

- Genetic Computer School's Diploma in Hospitality and Tourism Management
- Other related Diploma in hospitality, tourism, business or related discipline
- Mature students – minimum 30 years of age with at least 8 years of working experience in the hospitality/tourism industry

Course Duration

- 15 months (9 months Studies + 6 months Industrial Attachment- subject to MOM approval)

Course Type

- Full Time

Intake

- Please visit our website for the intake dates

Certification

- Upon completion of this course, students will be awarded with Genetic Computer School Advanced Diploma in Hospitality and Tourism Management

Teacher-Student Ratio

- The average Teacher-Student Ratio for the school is 1:45. Minimum class size is subject to change and approval by Genetic Computer School.

Modes of Payment

- The modes of payment available are cash, cheque, cashier's order, Telegraphic Transfer or Bank Transfer.

Fee Protection Scheme

- GCS adopts Insurance Scheme for all its students and engages the service of the LONPAC Insurance Bhd in compliance with the fee protection scheme of EduTrust. For more information on FPS please refer to our website at www.genetic.edu.sg

Course Fee

- The course fees are due and is payable in 2 instalment payments
- All fees are exclusive of prevailing GST rate of 9%, subject to changes by GCS

Application Fee – (Non-Refundable)
 Local students – SGD 50
 ASEAN - SGD 150
 Non-ASEAN – SGD 400

Mode of Delivery

- Face-to-Face and
- Blended Learning

Miscellaneous Fee

For the detailed information on the miscellaneous fees please refer to our website.

Note: Miscellaneous Fees refer to any non-compulsory and non-standard fees which the student will pay only when necessary or applicable.

Such fees are normally collected on an ad hoc basis by the GCS when the need arises.

Advanced Diploma in Hospitality and Tourism Management	Local Student (For Singaporean/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
Course Fee	10,800	10,800	10,800
Administrative Fee	550	550	550
FPS Processing Fee	150	150	150
Total	11,500	11,500	11,500

Payment Schedule

Advanced Diploma in Hospitality and Tourism Management	Local Student (For Singaporean/PR/Employment Pass and other passes)	ASEAN (Require Student Pass)	NON-ASEAN (Require Student Pass)
Application Fee (upon registration)	50	150	400
1st Term (4 Months)	5,750	5,750	5,750
2nd Term (5 Months)	5,750	5,750	5,750
Total	11,550	11,650	11,900

How to Apply?

Applicants can apply through our website (www.genetic.edu.sg) or call our programme consultant for more information of the course.

You can also e-mail us at info@genetic.edu.sg

Note:

- The minimum enrollment required to start a class is 8 students.



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