

EXTENDED DIPLOMA IN SUSTAINABLE TOURISM AND HOSPITALITY MANAGEMENT



Awarded by _____

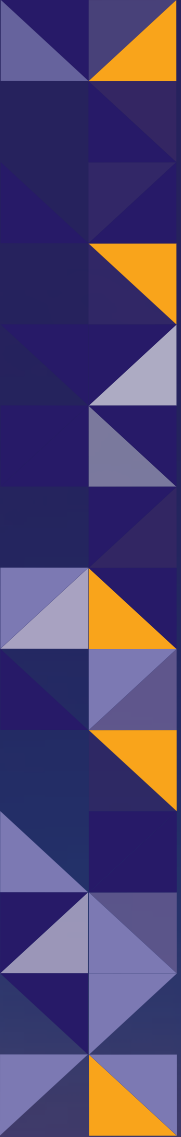
Who Are We?

Westford Learn is a flexible, self-paced learning platform designed to make quality education more accessible, engaging, and career-focused. Built for students, professionals, and lifelong learners, the platform combines academic excellence with the convenience of learning anytime, anywhere.

What Do We Do?

We deliver modular, outcome-driven learning experiences that help individuals gain new skills, enhance existing knowledge, and work towards recognised qualifications. Our programs are designed to support both professional development and academic progression through structured learning pathways.



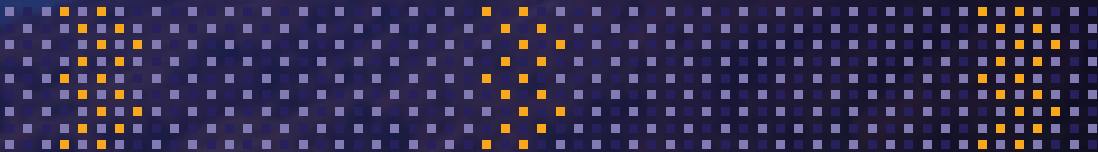


How Do We Deliver Learning?

Westford Learn offers a digital learning experience through expert-led pre-recorded videos, essential readings, interactive learning resources, quizzes, and assessments. This self-paced approach allows learners to study according to their own schedules, revisit content when needed, and progress at a pace that suits their goals.

What Can You Achieve?

Learners can access a range of pathways, including short courses, micro-credentials, and diploma programs, with opportunities to build skills progressively through stackable learning modules. Supported by Westford Learn certifications and quality-assured qualifications in collaboration with Qualifications Scotland, these programs help learners develop future-ready competencies and achieve meaningful academic and career outcomes.



About the

EXTENDED DIPLOMA IN SUSTAINABLE TOURISM AND HOSPITALITY MANAGEMENT

Program Highlights



SCQF Level
Level 11



Credits
120 SCQF Credits



Duration
6-7 Months



Mode
**100% Online
/Self-paced**



The Extended Diploma in Sustainable Tourism and Hospitality Management, delivered in collaboration with Qualifications Scotland, provides learners with a comprehensive understanding of sustainable tourism, hospitality operations, strategic management, and destination marketing. Combining practical learning with industry-relevant concepts, the programme prepares learners to lead sustainable initiatives, optimise business performance, and create positive economic, social, and environmental impact within the global tourism and hospitality industry.

Modules

Strategic Leadership and HR Practices in Organisations

Sustainability and Business

Strategic Management

Operations and Project Management

Marketing for Tourism and Hospitality

Sustainability in Tourism and Hospitality





Strategic Leadership and HR Practices in Organisations

- ➊ Critically analyse the significance of Strategic Human Resources Management and its changing landscape in organisations.
- ➋ Critically discuss the impact of human resources management activities on organisational performance.
- ➌ Evaluate various leadership styles and practices in organisations.
- ➍ Plan how to implement change in an organisation.



Sustainability and Business

- ➊ Appraise the multiple dimensions of sustainability for businesses in the context of global challenges.
- ➋ Critically review, evaluate, and develop sustainability strategies of organisations.
- ➌ Critically analyse the strategic alignment of the business functions to sustainability.
- ➍ Critically analyse an organisation's global sustainability and your contribution to the impact on global sustainability.



Strategic Management

- ➊ Critically evaluate the relationship between strategy, stakeholder expectations and organisational performance.
- ➋ Evaluate the impact of current and emerging economic, political, and cultural factors on the strategic management of an organisation.
- ➌ Formulate innovative business strategies designed to contribute to the success of an organisation.
- ➍ Critically assess different leadership styles in developing corporate values, social responsibilities and managing strategic change.



Operations and Project Management

- 1 Understand the relationship between supply chain and logistics management and its link to organisational business strategies.
- 2 Be able to use information technology to optimise supplier relationships in an organisation.
- 3 Understand the role of logistics and procurement, including the buyer/ supplier relationship in the supply chain industry.
- 4 Understand the basics of shipping operations, including the documentation involved.



Marketing for Tourism and Hospitality

- 1 Critically evaluate advanced marketing theories and concepts relevant to the tourism and hospitality industry.
- 2 Develop and implement innovative marketing strategies for tourism and hospitality businesses in dynamic and competitive environments.
- 3 Use data analytics and market research to inform strategic marketing decisions in tourism and hospitality.
- 4 Demonstrate leadership, critical reflection, and ethical considerations in tourism and hospitality marketing.



Sustainability in Tourism and Hospitality

- 1 Critically evaluate sustainable tourism principles and practices.
- 2 Develop strategies for implementing sustainability in tourism and hospitality operations.
- 3 Utilise research and data analysis to inform sustainable tourism decisions.
- 4 Demonstrate leadership and ethical decision-making in promoting sustainable tourism.

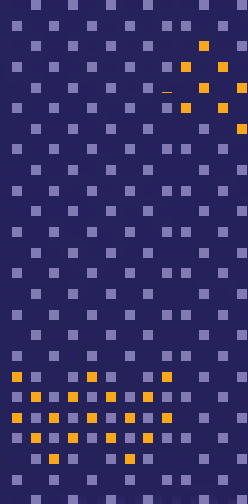


Certifications

This qualification is credit-rated at **SCQF Level 11** and aligned with the **Scottish Credit and Qualifications Framework**, ensuring international recognition, academic quality, and career progression opportunities.

Pathways:

Eligible learners may progress to advanced qualifications or MBA Programmes.



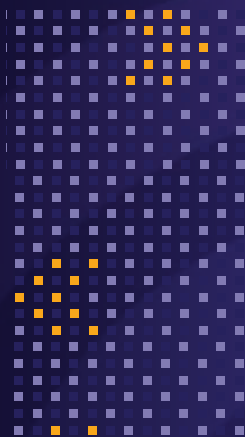


About Qualifications Scotland



Qualifications Scotland is Scotland's national awarding body, providing trusted qualifications that recognise knowledge, skills, and achievement. Its qualifications are respected internationally and are designed to support progression into higher education and employment.

Working closely with educators, industry experts, training providers, and employers, Qualifications Scotland develops qualifications that reflect real-world needs and evolving workforce demands. All qualifications are benchmarked against the Scottish Credit and **Qualifications Framework (SCQF)**, ensuring quality, transparency, and global recognition.



- National awarding body of Scotland with international recognition.
- Qualifications designed for academic progression and career advancement.
- Strong focus on practical, industry-relevant skills.
- Developed in collaboration with education and industry experts.
- Benchmarked against the SCQF for quality assurance and global credibility.

HIGHLIGHTS



Start
ANYWHERE. LEARN
EVERYWHERE.
Succeed
ANYWHERE.

WESTFORD
Learn

westfordlearn.com