

BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT

1.0 INTRODUCTION

This programme was developed through the Edulink project under the auspices of the European Union. Four representative public universities from East Africa participated. The programme allows for credit transfer amongst East African universities.

Currently, tourism is the world's single largest trade, and forecasts suggest great potential for growth. However, tourism as an academic discipline is not well established in most less developed countries, especially in Africa. Consequently, the staff who handles tourists must be trained to acquire appropriate skills and attitudes. Such training at various levels is required in hotel, restaurant, and institutional management; transport, travel and tour operations management; tourism promotion and marketing; recreational planning; wildlife conservation and management; and other tourism related areas. In addition, the demand for tourism reflects tastes and trends in personal consumption. This calls for constant research on consumer tastes and aspirations in order to determine the quality and quantity of desired tourism products. The Bachelor of International Tourism Management (BITM) curriculum has been developed to meet the growing demand for skilled and resourceful managers in the rapidly expanding global tourism industry.

The BITM Programme aims at producing highly, but broadly inter-disciplinary oriented professionals in aspects of international tourism management and; also, sensitized to the variety of the natural and cultural habitats of the world-the basis of tourism activities. Key benefits of the programme will include acquisition of skills and knowledge required for effective management of diverse careers in the international tourism industry. The curriculum also appreciates the need to address current global issues facing the management of the industry. The programme will also produce graduates who are reflective management practitioners given the industry's fragility at the international level, and will inculcate the application of a strategic understanding of the operational management issues. The programme will be delivered through modules, and assessment will be by coursework exercises, essays, reports, presentations, field work and end of semester university examinations. Graduates of the programme are expected to

demonstrate both national and international distinct relevant skills and an understanding of professional tourism management practice.

The programme is targeted to fresh high school graduates who meet the minimum entry requirements, graduates from other disciplines who would like to enter the tourism industry, and to existing tourism employees who need to further careers and capacity. The programme would also prove worthwhile for knowledge and skill enhancement for teachers of tourism. Career options include employment in all aspects of the international tourism industry, including government tourism agencies, tour operators, airlines, travel agencies, hospitality sector, and attraction management.

2.0 OBJECTIVES

The overall objective of the BITM programme is to provide students with a sound foundation in international tourism and business management principles for effective participation in the development of international tourism as an academic discipline and to improve the standards of management in the tourism industry, and develop specialist tourism knowledge and skills that are essential for a successful career in tourism and its sustainability.

Specific objectives:

- a) To develop an understanding of the broad political, economic and social frameworks within which international tourism management takes place.
- b) To develop in the graduates an understanding of the complex relationships between visitors and destination management practices.
- c) To create an understanding of the need for different types of management approaches for different types of tourism.
- d) To appreciate the role of tourism as an agent of socio-economic and cultural development.
- e) To provide students with appropriate knowledge, skills and competencies in strategic tourism planning, policy formulation, and management of tourism enterprises.
- f) To provide students with appropriate knowledge, skills and competencies that will enable them to integrate various parameters (social, cultural, economic, environmental, technological and political parameters) in planning, organisation and management of the tourism industry.

- g) To provide students with appropriate knowledge, skills and competencies in tourism product development, tourism service delivery and tourism marketing and promotion.
- h) To enable students to develop appropriate research methods and skills in the development of quality tourism including aspects of operational quality control management, strategic approaches to quality management, analysis of performance indicators, and best practice in national and international tourism development, and scientific problem diagnosis and solving.
- i) To provide students with appropriate knowledge, skills and competencies in human resource management for the strategic planning and development of sustainable tourism.

3.0 ADMISSION REQUIREMENTS

Candidates must satisfy the minimum University entry requirements. In addition, they should meet the following requirements:

- (a) An applicant should have at least a mean grade of C+ (plus) and a C (plain) in English or Kiswahili Language in the Kenya Certificate of Secondary Education OR,
- (b) At least two principles and one subsidiary pass in Kenya Advanced Certificate of Education (KACE) plus at least pass in Maths and English at 'O' level OR,
- (c) A holder of 2 year Diploma in tourism or related fields of Bondo University College or other institutions recognised by University Senate. Those with a credit and above to be admitted in the second year of study OR,
- (d) A holder of a one year Diploma from institutions recognised by University Senate to be admitted in the first year of study.

4.0 CREDIT TRANSFER

Students may be exempted from some course by the University Senate on recommendations of the School Board.

5.0 COURSE STRUCTURE AND DURATION

-) The degree shall normally take four academic years of 8 semesters.
-) Modules shall be offered in units. A module unit is defined as that part of a subject described by a coherent syllabus and taught normally over a period of a semester. It is designated as a total of 42 hours of study in a semester. For this purpose one 1-hour lecture is equivalent to one 2-hour tutorial or 3-hour practical or any combination as may be approved by the Board of the School Business and Legal Studies.
-) Part-time students shall be allowed to take not less than 50% of the courses prescribed for the year.
-) All modules will be taught for a total of 42 contact hours, including examinations except industrial attachment which will take 480 hours of practical work in a relevant industry.
-) Students shall be required to undergo an Industrial Attachment of three (3) months at the end of second semester of the third year of study.

6.0 EXAMINATIONS REGULATIONS

University Senate Examinations rules and regulations shall apply.

7.0 FIELD COURSE

In each semester for the entire four years, a field course lasting one week is undertaken under the respective semester themes.

The Field Course will involve visits to tourism products and tourism businesses. The acquisition of relevant knowledge will involve student participation in field exercises and practicals, lectures and observations. The field visitations will have a theme selected by the Instructors and will form the basis for the students' final report and assessment.

8.0 SECOND LANGUAGES

Applicants will have an opportunity to choose one (1) of the following languages:

-) French
-) Spanish
-) German
-) Any other language as dictated by the market.

9.0 COURSE/MODULE STRUCTURE

YEAR ONE SEMESTER I:

THEME: THE TOURISM SYSTEM

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3111	Introduction to Tourism Management	42	0	42	1C
BTM 3112	East African Environment & Tourism	42	0	42	1C
BEN 3111	Introductory Economics	42	0	42	1R
EEL 3113	Communication Skills	42	0	42	1R
SCS 3111	Computer Organization and Applications	28	14	42	1R
BTM 3113	Travel & Tour Operations	42	0	42	1C
SBI 3114	HIV and AIDS	42	0	42	1R
BTM 3114	Foreign Language Level 1	42	0	42	1C
	Total	322	14	336	8

YEAR ONE SEMESTER II:**THEME: THE BUSINESS OF TOURISM I**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3121	Ecology for Tourism	42	0	42	1C
SLB 3121	Development Studies	42	0	42	1R
BTM 3122	Tourism Business Operations	42	0	42	1C
ERP 3125	Social Ethics and Integrity	42	0	42	1R
BBM 3121	Introduction to Accounting	42	0	42	1R
BTM 3123	Tourism Services Management Systems	42	0	42	1C
BTM 3124	Foreign Language Level 2	42	0	42	1C
	Total	294	0	294	7

YEAR TWO SEMESTER I:**THEME: THE BUSINESS OF TOURISM II**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3211	Tourism Resources Management	42	0	42	1C
BTM 3212	Research Methods	42	0	42	1C
BTM 3213	Technologies in Travel & Tourism	42	0	42	1C
BTM 3214	Ecotourism	42	0	42	1C
BBM 3211	Customer Relations	42	0	42	1R
BTM 3215	Tour Guiding	42	0	42	1C
BTM 3216	Foreign Language Level 3	42	0	42	1C
	Total	294	0	294	7

YEAR TWO SEMESTER II:**THEME: TOURISM PLANNING AND DEVELOPMENT**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3221	Tourism Marketing I	42	0	42	1C
BTM 3222	Tourism Statistics & Analysis	42	0	42	1C
BTM 3223	Aquatic Tourism	42	0	42	1C
BTM 3224	Cultural Tourism	42	0	42	1C
BTM 3225	Computer Applications in Tourism	28	14	42	1R
BTM 3226	Food & Beverage Management	42	0	42	1C
BTM 3227	Foreign Language Level 4	42	0	42	1C
	Total	280	14	294	7

YEAR THREE SEMESTER I:**THEME: STRATEGIC TOURISM MANAGEMENT I**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3311	Tourism Marketing II	42	0	42	1C
BTM 3312	Tourism Policy & Planning	42	0	42	1C
BTM 3313	Strategic Tourism Management	42	0	42	1C
BEP 3311	Entrepreneurship	42	0	42	1C
BTM 3314	Tourism & Social Issues	42	0	42	1R
BBM 3311	Managerial Accounting for Decision-Making	42	0	42	1R
BTM 3315	Foreign Language Level 5	42	0	42	1C
	Total	294	0	294	7

YEAR THREE SEMESTER II:**THEME: STRATEGIC TOURISM MANAGEMENT II**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BBM 3321	Human Resource Management	42	0	42	1R
BBM 3322	Financial Management & Control	42	0	42	1R
BTM 3321	Tour Operations & Administration	42	0	42	1C
BTM 3322	Tourism Business Internal Environment	42	0	42	1C
BTM 3323	Service Quality Management	42	0	42	1C
BTM 3324	Tourism Business External Environment	42	0	42	1C
BTM 3325	Foreign Language Level 6	42	0	42	1C
	Total	294	0	294	7

YEAR THREE SEMESTER III:**BTM 3336: Three (3) months Industrial Attachment****YEAR FOUR SEMESTER I:****THEME: SUSTAINABLE TOURISM DEVELOPMENT**

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3411	Tourism Product Development	42	0	42	1C
BTM 3412	Sustainable Tourism	42	0	42	1C
BTM 3413	Destination Management	42	0	42	1C
BTM 3414	Project Development & Management	42	0	42	1C

BTM 3415	Meetings, Conventions & Events Management	42	0	42	1C
BTM 3416	Foreign Language Level 7	42	0	42	1C
BTM 3417	Project I	42	0	42	1C
	Total	252	0	252	8

YEAR FOUR SEMESTER II:

ELECTIVE CLUSTER I

THEME: NATURE-BASED TOURISM

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3421	Wildlife-Based Tourism	42	0	42	1C
BTM 3422	Coastal & Marine Tourism	42	0	42	1C
BTM 3423	Adventure Tourism	42	0	42	1C
BTM 3424	Leisure & Recreation Management	42	0	42	1C
BTM 3425	Foreign Language Level 8	42	0	42	1C
BTM 3426	Project I & II	0	84	84	2C
	Total	126	84	210	7

ELECTIVE CLUSTER II

THEME: SUSTAINABLE TOURISM DEVELOPMENT

Course Code	Course Title	Contact Hours		Total Contact Hours	Weight (Unit)
		Lecture	Practical		
BTM 3430	Domestic Tourism	42	0	42	1C
BTM 3425	Foreign Language Level 8	42	0	42	1C
BTM 3427	Community –Based Tourism	42	0	42	1C
BTM 3428	Rural & Urban Tourism	42	0	42	1C

BTM 3429	Sports and Events Tourism	42	0	42	1C
BTM 3426	Project I&II	0	84	84	2C
	Total	210	0	210	7

10.0 COURSE/MODULE DESCRIPTION

YEAR 1: SEMESTER 1

BTM 3112 East African Environment & Tourism 42 Hours

Differentiate between physical and human environment; Land forming processes responsible for the East African physical environment; The physical environment and tourism development; Evolution of the East African drainage system and significance to Tourism; The peopling of East Africa, population growth, culture and role in Tourism; Maps: types, reading and interpreting features on it; Photographs: types, reading interpreting the features on it; Use of maps and photographs in tourism promotion and activities

BEN 3112 Introductory Economics 42 Hours

Basic Economic Problems; Demand and Supply; and elasticity theory; Consumer theory, revenue and profit maximization; Perfect competition; Monopoly; Oligopoly; Monopolistic Competition; Factor markets and factor prices, costs; Production and Growth (Growth accounting, the cost of living-price indices); The Financial System (Savings, investments and financial markets); The International Economy (Topics in international Trade and Finance)

EEL 3113: Communication Skills 42 Hours

Study skills; planning study time, making references, filing notes; preparing for examinations
Library Skills: organization; classification, shelving; using reference books, listening in lectures, speeches and instructions, understanding lectures, note taking, speaking skills, asking and answering questions in lectures and seminars, making and defending arguments, agreeing and disagreeing, explaining points clearly, academic reading skills, skimming and scanning, understanding footnotes and bibliographical references.

SCS 3111: Computer Organization and Application**42 Hours**

Organization; Introduction to the computer and the notion of a programmable machine. The basic organization based on the von Neumann model. Functional components (CPU, memory, I/O) and their logical organization. Number systems and internal data representation. Concept software and types of software. Components of contemporary personal computer systems from end-uses perspective

Application: Classical and contemporary application of computers. Proficiency in basic computer usage and productivity/office automation application including word-processing, spreadsheets, e-mail, web, etc. basic first level security and maintenance issues. Ethical and societal issues.

BTM 3113 Travel & Tour Operations**42 Hours**

Introduction to Travel Intermediaries; Tour Operators and Travel Agents; Tour Guiding and Product Knowledge; Leadership Skills in Tour Guiding; Tourist Circuits; First Aid, Safety, Health and Security of Tourists; Itinerary Planning and Travel Management; Tour Costing Techniques; Tour Reservations; ICT in Travel and Tour Operations Management; Travel Information and Documentation; Tour File Administration, File Closure and Tour Evaluation; The Importance of Time Tour Operation; Tour Routines and Procedures; The Tour Brochure and Tour Marketing; Customer Facilities at Ports of Entry; Tour / Travel Office Administration; Ethical Issues in the Travel Business; Legal Aspects in Tour and Travel Operations; Importance of Air Travel (Relationship with Travel Agents, Tour Operators and the Hospitality Industry); The Cruise Line Industry

SBI 3114: HIV and AIDS**42 Hours**

Introduction; Historical background and magnitude of HIV and AIDS, general organization of the human body, reproduction, immune system (human physiology) and other factors; Sex and sexuality; The biology of the human immunodeficiency virus and viral transmission; Stages of infection and the development of HIV and AIDS; Opportunistic infections; HIV and AIDS prevention and infection control; Peer education for HIV; Treatment options and vaccine development; blood transfusion and HIV and AIDS; Management of HIV and related infections;

Legal and Ethical Issues in HIV AND AIDS; Factors that influence the spread of HIV and AIDS in Africa; Case studies in selected countries in Africa; HIV and AIDS as a national disaster impacts; Myths and emerging issues on HIV and AIDS.

BTM 3114 Foreign Language Level 1

42 Hours

The content of this module will be covered through classroom activities, assignments and teaching that includes laboratory drills. From the grammar content students will also learn the sound system (phonetics) and do exercises. Grammar content here includes greeting formats, simple verbs and vocabulary and some useful prepositions. The course has four lessons within which to cover the whole content.

YEAR 1 SEMESTER 2

BTM 3121 Ecology for Tourism

42 Hours

Concepts and components of ecology; Relationships between biotic and abiotic factors; Energy flow in ecosystem; Natural history of East African mammals, avifauna, reptiles and amphibians and vegetation; Distribution of East African fauna and flora and their significance for tourism; Economic, biological and cultural values of plants and animals; Plant and animal communities of different climatic zones and their adaptation; Plant and animal interaction; Reproductive and social behavior of selected animal species in East Africa; Ecological measurements: animal census, ground and aerial surveys etc; Human impact on the distribution of fauna and flora.

SLB 3121: Development Studies

42 Hours

Development studies as an autonomous discipline; the concept of development; an overview of the theories and paradigms of development; the relationship between economic growth and development; science and technology in development; developed and developing countries; issues in development: Social, economic and Political; actors in development: The state, national and international NGO's, bilateral and multilateral institutions, multination corporations (MNC's) and social movements.

BTM 3122 Tourism Business Operations

42 Hours

Introduction to hospitality and tourism business operations; Organisational structures in the hospitality and tourism and hospitality industry; The cultures of hospitality and tourism organizations; Leadership skills; Developing staff teams and individuals; Quality Management; The marketing environment of hospitality and tourism organizations; Information technology in global hospitality and tourism distribution

ERP 3125 Social Ethics and Integrity 42 Hours

Definitions and concepts; categories of ethics; national cohesion; integrity; unity; structural injustices; ethnicity; positive ethnicity, negative ethnicity; peace: peace making, peace building, peace transformation; stake holders in national cohesion.

BBM 3121 Introduction to Accounting 42 Hours

Introduction to the conceptual frame work of Accounting; The Accounting Equation and Double Entry System; Preparing financial statements; Statements of cash flows; Financial Analysis and Interpretation

BTM 3123 Tourism Services Management Systems 42 Hours

The nature and characteristics of service; The significance of Organisation Culture/Climate for service; Service Design and Operations Management with particular emphasis given to service blueprinting/mapping; Service quality provision and delivery; Supply chain management and MRP; Service Encounter; Demand and Capacity Management; Performance Measurement; Internationalisation of Services.

BTM 3124 Foreign Language Level 2 42 Hours

This course is an elaboration of the previous language (French, German, or Spanish) module. It has similar activities, assignments and approach. However, its grammar content is more advanced in that it comprises personal pronouns, new verbs and vocabulary, expressions of time, articles and conjunctions. The content is covered in five lessons, continuing from those of the previous module.

YEAR 2 SEMESTER 1

BTM 3211 Tourism Resources Management 42 Hours

Meaning, types and utilization practices of resources; Impacts of tourism on resources; Utilization, development, planning, marketing and promotion of tourism resources; Sustainable tourism resources management

BTM 3212 Research Methods 42 Hours

The research process, objectives and problem; Research types and designs; Data collection instruments and techniques; Data handling, processing, analysis and presentation; Writing a research proposal; Computer use in tourism research; Ethics in research

BTM 3213 Technologies in Travel & Tourism 42 Hours

Automation and computerization in tourism planning and management; Data Base Management in tourism; Computers in business: the role of computers in tourism, e-business, e-tourism and e-marketing; Applications in the tourism industry: IT applications, multi-media web development; impact of ICT tourism and emerging trends in tourism information systems; Application of Geographic Information Systems (GIS) in travel and tourism; Computerized reservation systems

BTM 3214 Ecotourism 42 Hours

Introduction to eco-tourism; Eco-tourism policy, organisations and the eco-tourist; Eco-tourism development: International, national and regional perspective; Economics of Eco-tourism Management and Marketing of Eco-tourism; Eco-tourism and the environment

BBM 3211 Customer Relations 42 Hours

Identification of customers, definition and importance of customer relations; Understanding, meeting, measuring, diversity of basic customer needs and expectations; Methods of obtaining, using and communicating customer feedback; Handling and provision of incoming and outgoing inquires; Resolving and monitoring disputes for effective customer relations; Effective customer relations, diversities, gender issues, International protocol and Quality customer service

BTM 3215 Tour Guiding 42 Hours

General overview of tourism system; Qualities of a professional tour guide; Principles and practices of tour guiding: concept of tour guiding, interpretative techniques in tour guiding, tour guiding and product knowledge; Communication skills in tour guiding; Total quality

management:(TQM):concept of service quality and service quality management, components of service quality management, food and beverage handling , principles of TQM, TQM in tour guiding; Tour design and costing: travel intermediaries, tour product and packaging, tour design and planning, tour costing, tour reservations, tour marketing; Problem solving principles and skills in tour guiding; Health and safety management

BTM 3216 Foreign Language Level 3

42 Hours

The first course of the second year in Language (French, German, or Spanish) continues to raise the difficulty index. The content includes demonstrative pronouns verbal expressions, the verb in the subjunctive mood, adverb formation and the expression of feeling and sentiment. This content is tied in with phonetics and exercises (both written and practical - oral).

YEAR 2 SEMESTER 2

BTM 3221 Tourism Marketing I

42 Hours

Fundamentals of marketing and sales promotion; Dynamics of designing, selling Tourism products and services; Marketing mix; Marketing management; Distribution policy and organization; Public Relations in Tourism Marketing.

BTM 3222 Tourism Statistics & Analysis**42 Hours**

Algebra and arithmetic operations for Tourism; Introduction to Financial Mathematics; Relationship of Tourism and Mathematics; Introduction to Statistics and its elements; Presentation of Statistical Data; Index numbers, matrices, differentiation and Integration; Time series and forecasting statistical distributions; Linear Inequalities, Linear Programming for Business Decisions

BTM 3223 Aquatic Tourism**42 Hours**

Introduction, History and Development of Aquatic Tourism; Infrastructure and facilities for aquatic tourism; The Supply and characteristics of Aquatic Tourism Resources and Motivational factors for aquatic tourism; Impacts and challenges of Aquatic Tourism Development; Management Approaches in Aquatic Tourism

BTM 3224 Cultural Tourism**42 Hours**

Evolution and characteristics of various cultures of East African communities; Development and organization of cultural tourism; Nature of cultural tourism products; Cultural tourism product packaging, presentation and interpretation; Gender and cultural tourism; Cultural attractions e.g. songs, dance, music, art, traditions, taboos; Traditional sites and shrines as tourism attractions; Cultural attraction and heritage management; Marketing and promotion of cultural tourism; Commercialization and commoditization of culture for tourism.

BTM 3225 Computer Applications in Tourism**42 Hours**

Computer applications relevant to Tourism sector; Data analysis packages; Database management systems; Worksheets, schedules and report designs; Guest, travel booking and reservation packages; E-tourism; E-ticketing

BTM 3226 Food & Beverage Management**42 Hours**

Understanding foods and beverages; Food science systems and their development; National and International culinary skills; Food and beverages purchases, storage and cost control; Menu creation, costing and pricing; Analysis of break and evening point; Nutrition science

BTM 3227 Foreign Language Level 4**42 Hours**

This is the final course on Language (French, German, or Spanish) structure. Its content includes voice or speech (direct, indirect ...), more verb tenses and expressions, adjectives, possessive pronouns and the past tense of the verb which was introduced in the previous language module. It also has an overview of phonetics like the foregoing courses, its content comes in five lessons.

YEAR 3 SEMESTER 1**BTM 3311 Tourism Marketing II****42 Hours**

Tourism Market Research (National & International); Market analysis and Interpretation
Market strategies and Parameter of marketing; Internationalization and globalization in Tourism Marketing; Tourism marketing organizations (National, International); E-marketing in Tourism

BTM 3312 Tourism Policy & Planning**42 Hours**

Understanding Tourism Policy and Planning; Policy and Planning Dimensions of Tourism; The Concept of Tourism Development Planning; Stakeholders in Tourism Planning; Policy Issues in Tourism; Tourism and Economic Development Policy; Tourism Planning, Approaches, Policy and Management in East Africa; Tourism Development Plans; International Tourism Policy and Development; Tourism Issues and Policies in Developing Countries

BTM 3313 Strategic Tourism Management**42 Hours**

The concept and stages of strategy in managing tourism; Approaches and application to the management of tourism strategic processes; Tourism external business environment; Strategy formulation, evaluation, implementation, frameworks and methods; Managing strategic change, plans and IT for strategic tourism management

BEP 3311 Entrepreneurship**42 Hours**

Entrepreneurship: theory and practice; The concept and principles of entrepreneurship; Qualities and functions of an entrepreneur and entrepreneurship skills development and entrepreneurship in tourism; Small business start-up, form of business ownership; Development of a small business plan, the environment of small business; Human resource and financial

management in entrepreneurship; Product protection: patents, trademarks and copyrights; Case studies of successful and unsuccessful businesses with reference to tourism

BTM 3314 Tourism & Social Issues

42 Hours

Gender Issues in Tourism; Diseases & pandemics-HIV/AIDS & Implications to Tourism; Contemporary Issues in Tourism:-Geopolitical situations, terrorism; Security Issues in Tourism; Health & Safety in Tourism; Social Welfare in Tourism; Conflict Mitigation; Global Issues in Tourism.

BBM 3311 Managerial Accounting for Decision-Making

42 Hours

Operational Costs; Material Cost Control; Stock Evaluation; Break Even Point Analysis; Pricing Methods and Strategies; Budgeting and Budgetary Control; Interpretation of Financial Statements and Reports; Assessing Performance out of Financial Reports; Cash Flow Management; Credit and Debt Management; Use of Financial Ratios; Financial Decision-Making and Management for Tourism

BTM 3315 Foreign Language Level 5

42 Hours

This course is centered on the tourism and hospitality service industry. It applies the previously acquired structures directly to the industry by using case studies, statistics (data) and audio-visual aids derived from tourism. It aims at narrowing down the purposes of foreign language learning to daily communication. The learner is called upon to express his knowledge in other disciplines in Language (French, German, or Spanish). Three lessons are set aside for the coverage of the content.

YEAR 3 SEMESTER 2

BBM 3321 Human Resource Management in Tourism 42 Hours

Leadership, management and organizational behaviour; Managing human resources in Tourism; Legal environment of Human Resource Management in Tourism; Management decision making and control in Tourism Human Resource Management; Data analysis and decision making in Human Resource Management for Tourism; Faith, ethics and business in Human Resource Management

BBM 3322 Financial Management & Control 42 Hours

Conceptual Framework of Accounting; Accounting in Performance Measurement and Evaluation; The Accounting Equation & Double Entry System; Preparation Financial Statements; Adjustments in the Financial Statements; Statement of Cash Flows; Financial Statements Analysis & Interpretation; Case Study: to be given in class; Internal Controls (Case: Robbery Incident); Introduction to Managerial Accounting; Cost Behaviour; C-V-P Analysis & Decision Making; Financial Markets

BTM 3321 Tour Operations & Administration 42 Hours

Tour Operations Industry: Definition, Components, Evolution of Tour operators, Trends and contemporary issues in the tourism industry, Analysis of the Tour operations industry; Tour and travel intermediaries: Tour Operators, Travel Agents, Tours guides; Safety and security: First Aid, Health; Product Knowledge and Leadership skills; Legal Aspects in Tour and Travel Operations; Principles and Practices of Product Packaging; Travel, Transfer and Accommodation planning, Pricing/costing of packages, Online tour operations, Tourism marketing ethics, Customized and consolidated tour operations, Tour schedule and information, Air Travel and The Cruise Line Industry; Leadership Skills in Tour Guiding; Tourist Circuits; Itinerary Planning and Travel Management; Tour Administration and Management; Office organization, Responsibilities and performance measures, Business plan, Tour logistics, Ticketing system/sales, Reservations, Messaging, Reporting, Networking, Products administration, Marketing tools/ethics, Sustainability, Data management and inventory, Time and timing of events, Consumer protection, Coordination of tour production; Tour File, File Closure and Tour Evaluation; ICT in Travel and Tour Operations & Administration;

BTM 3322 Tourism Business Internal Environment

42 Hours

Introduction to Tourism Business Internal Environment; Competitors and Competitive Analysis; Regulators, Customers, Suppliers, Labour Unions, and The Media; Tourism Demand and Supply; Determinants of Tourism Demand and Supply; Equilibrium in Tourism Markets

BTM 3323 Service Quality Management

42 Hours

Global Sourcing of Tourism; Tourists as Customers; The Tourism Service Chain; Customer Service Skills; Customer Relations; Customer Relationship Management and Customer Communication; Customer Complaint Management; Service Quality and Service Quality Management; Measurement of Service Quality in Tourism; Service Quality Improvement; Service Quality Management Programmes; Total Quality Management (TQM); Integrated Quality Management (IQM); Feedback and Performance Improvement Mechanism

BTM 3324 Tourism Business External Environment

42 Hours

The Business External Environment –LECPESTID (Legal, Ecological, Competitive, Political, Economic, Socio-Cultural, Technological, International, Demographic); The Legal Environment; International Tourism and Hospitality Law and Regulations; EU Directive and Tourism in Developing Countries; Tourism and Insurance Laws; International Labour Laws; International Trade Law; Tourism and the World Geo-Political Situation; Economy of Local and International Currency and Financial Markets; Globalization and Tourism; Sustainable Development and its Implication for Tourism; Media Management in the Tourism Industry; Demographic Environment; International Tourism Bodies

BTM 3325 Foreign Language Level 6**42 Hours**

Being the final language course, it wraps up the language content and talks of different types of tourism. Also covered are tourism marketing and jobs available in tourism and related sectors like travel. The course has two sections: one on the practical communication situation, the other on the types of tourism and derived employment. The six lessons here are brief and practical-oriented.

YEAR 3 SEMESTER 3**BTM 3336 Industrial Attachment**

Students will be attached to various tourism and recreation facilities for a period of at least three (3) months where they will be required to follow, listen, observe and participate in various activities and tasks.

YEAR 4 SEMESTER 1**BTM 3411 Tourism Product Development****42 Hours**

Components of Tourism Supply and Demand; Product Development Process; Product Packaging; New Product Development; Product Life Cycle; Speciality Tourism Product Development and Marketing; Transportation Management; Competition in Tourism Products; Sustainable Tourism Product Development; The Concept of Domestic Tourism; The Domestic Tourism System; Evolution and History of Domestic Tourism; The Domestic Tourism Product; Domestic Tourism Generating and Destination Regions; Domestic Tourist Markets; Marketing and Promotion of Domestic Tourism; Impacts of Domestic Tourism; Domestic Tourism and Commodification; Monitoring and Evaluation of Domestic Tourism; Regional Tourism Product; Convergence and Divergence of Regional Tourism; Sustainability of Regional Tourism; Regional Co-operations; Regional Tourist Flows; Promotion of Regional Tourism; Roles of Regional, National and International Tourism Bodies; Introduction to International Trade

BTM 3412 Sustainable Tourism**42 Hours**

Introduction to the topic of tourism and environment, and main features of criticism of tourism; Problem presentation: General conditions in the realization of soft tourism; Structure of tourist systems; Measurement of tourism-induced environmental problems; Shifting values among the

population; Steps for the reduction of tourism-induced environmental problems; Anchoring environmental orientation in commercial aims; Tourist traffic, hospitality, travel organizers, sport and the environment; Organisational anchoring of soft tourism; Opportunities for influencing travel behaviour; Financial measures for the maintenance and restoration of the environment; Practical implementation of ecotourism; Case studies of ecotourism, e.g. in Africa, Europe, South America.

BTM 3413 Destination Management

42 Hours

Term definition, marks and importance of tourism orientated destinations; Tourist destination management as a chain of services; Task and aims in Destination Management; Destination levels: From domestic to international levels; Normative, strategic and operative levels in Destinations Management; The role of events in Destination Marketing; The image building of tourism destinations; Peak of tourism marketing: The USP in a destination; International strategies in Destination Management – Cross Country Management

BTM 3414 Project Development & Management

42 Hours

Definition of, and Types of Projects in Tourism; Principles of Project Management; Formulation of Project Strategy; Project Planning; Project Implementation; Project Evaluation and Monitoring; Project Management and Leadership; Project and Portfolio Management; Project Life Cycle Management; Projects Organization and Culture; Economic Investment Projects in Tourism; Issues of Equity in Project Development and Implementation; Risk Management; Project Management Case Studies; The Future of Project Management

BTM 3415 Meetings, Conventions & Events Management

42 Hours

Theory of Event and Conference Management; Impacts of Events (Economic, Socio-Cultural, Political, Environmental); Events Planning and Management; Exhibition, Sports and Festivals Management; Convention Management; Wedding Management; Conference Management; Special Events Management

BTM 3416 Foreign Language Level 7

42 Hours

Review of basic grammatical structures used in oral expression. Review of conversational techniques use in Language (French, German, or Spanish) in the context of various situations; guided classroom debates, role plays and situational conversations; listening to recorded audio materials and responding to oral questions based on them. Dialogues; debates on topical and current socio-economic and tourism issues

BTM 3417 Project I

Project Writing is a research undertaking, conducted by students at the bachelor's level. The project represents tourism research and is problem solving in which the problem represents a felt need in the tourism industry. Students should orderly investigate a defined tourism industry or tourism property problem using scientific methods.

ELECTIVE CLUSTER I

BTM 3421 Wildlife-Based Tourism

42 Hours

Wildlife, Wild Ecosystem and Interdependence; Wildlife Species (Terrestrial, Marine & Birds); Wildlife Planning and Policy Issues; Wildlife Protected Areas and Sanctuaries; Wildlife-Based Tourism; Evolution of Wildlife Based Tourism; Carrying Capacity and Visitor Management; Economics of Wildlife-Based Tourism; Marketing of Tourism and Protected Areas; Culture, Heritage and Wildlife Tourism; Tourism and Wildlife (Legal Instruments, Conventions, Policies, and Institutions)

BTM 3422 Coastal & Marine Tourism

42 Hours

The Concept of 'Gaia'; The Coastal and Marine Environments; Impacts of Tourism on Coastal and Marine Environments; Infrastructure and Facilities for Coastal and Marine Tourism; Sustainable Coastal and Marine Tourism Development; Coastal and Marine Policies; Marine and Coastal Ecosystem-Based Management; Integrated Coastal and Marine Management; Marine Protected Areas

BTM 3423 Adventure Tourism

42 Hours

Definition of Adventure Tourism; Typologies of Adventure Tourism; Types Adventure Tours; Segmentation of Adventure Tourists; Adventure Tourism Markets; Demand and Supply;

Adventure Products; Impacts of Adventure Tourism; Management of Adventure Tourism Destinations; Ethical and Environmental Issues; Models / Case Studies of Adventure Tourism

BTM 3424 Leisure & Recreation Management

42 Hours

The Concept of Leisure and Tourism; Recreation Theory and its Application; Recreational Cycle Routes; Key Components of the Leisure Industry; Factors Influencing the Demand For Leisure; Leisure, Sport and Recreational Facilities; Special Leisure Market Considerations; Risk Management in Leisure; Special Leisure Activity Management; Leisure and Recreation Facilities Management; Trends in the Leisure Industry; Finance for Leisure and Tourism; Recreation and Leisure Programme Design and Management; Wellness and Lifestyle Management

BTM 3425 Foreign Language Level 8

42 Hours

Basic business communication: using the telephone; oral business communication; correspondences and memos; documents used for business transactions; records minutes of meetings; drafting and correcting business documents; registered trademark; industrial relations; accountancy, banking, marketing, publicity; presenting information in graphs and tables; Language (French, German, or Spanish) use in interpersonal relations in human management; writing business reports; Language (French, German, or Spanish) use in strategic planning, monitoring and evaluation, etc.

BTM 3426 Project II (continued)

Project Writing is a research undertaking, conducted by students at the bachelor's level. The project represents tourism research and is problem solving in which the problem represents a felt need in the tourism industry. Students should orderly investigate a defined tourism industry or tourism property problem using scientific methods.

ELECTIVE CLUSTER II

BTM 3425 Foreign Language Level 8

42 Hours

Basic business communication: using the telephone; oral business communication; correspondences and memos; documents used for business transactions; records minutes of meetings; drafting and correcting business documents; registered trademark; industrial relations;

accountancy, banking, marketing, publicity; presenting information in graphs and tables; Language (French, German, or Spanish) use in interpersonal relations in human management; writing business reports; Language (French, German, or Spanish) use in strategic planning, monitoring and evaluation, etc.

BTM 3427 Community –Based Tourism 42 Hours

Understanding community dynamics; Community and resource conservation; Community and Tourism planning; Community based Tourism: development - opportunities, benefits, threats, weaknesses; Gender issues in community based tourism; Models and case studies and CBT

BTM 3428 Rural & Urban Tourism 42 Hours

The concept and principles of rural tourism, demand, supply, attractions and facilities; Evolution of rural tourism, accessibility and authenticity and typology of tourists; Management, planning and marketing of rural tourism and its role in national development; Urban tourism, demand, supply, components, importance; Management, planning and marketing of urban tourism; Recent trends in urban tourism, Inner-city versus peri-urban tourism and urban heritage sites; Sustainable urban tourism

BTM 3429 Sports & Events Tourism 42 Hours

Nature, categories and perspective of sport and event tourism; Motivation, marketing and constraints of sport and event tourism; Impacts, evaluation and current issues of sport and event tourism; Development, planning, organization, marketing, financing and stakeholders of sports and event tourism; the future of sports and event tourism; Legal policy and safety issues in sport and event tourism

BTM 3430 Domestic Tourism 42 Hours

Phenomenon of domestic tourism, domestic system, evolution and growth of domestic tourism destinations; the domestic tourism product, tourist markets, marketing of domestic tourism, economic impacts of domestic tourism; socio-cultural and environmental impacts of domestic tourism, commodification and domestic tourism management, monitoring and evaluation of

domestic tourism, accommodation and catering facilities, tourism policy, the future of domestic tourism.

BTM 3426 Project II (continued)

Project Writing is a research undertaking, conducted by students at the bachelor's level. The project represents tourism research and is problem solving in which the problem represents a felt need in the tourism industry. Students should orderly investigate a defined tourism industry or tourism property problem using scientific methods.