



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Sustainable Development and Tourism

BSc (Hons) Tourism and Hospitality Management

PROGRAMME DOCUMENT

VERSION 4.2

BTHM

May 2017

University of Technology, Mauritius

La Tour Koenig, Pointe aux Sables, Mauritius

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BSc (Hons) Tourism and Hospitality Management

A. PROGRAMME INFORMATION

The tourism industry is one of the largest job providers from a national and international perspective. This programme is industry-specific and management oriented, and prepares students for positions in the tourism and hospitality sector. With the rapid growth in the field of tourism and hospitality, demand for a qualified labour force in this sector is growing. This programme provides potential employees with skills and knowledge to plan, organise and implement activities and events within the tourism and hospitality sector.

Upon completion of the BSc (Hons) Tourism and Hospitality Management programme, graduates will have a wide range of career opportunities to choose from, such as hotels, restaurants, airline companies, travel agents, tour operators as well as in government organizations and in the tourism education. The programme covers a wide range of issues on tourism and hospitality management. It also includes hands-on practical experience acquired from one semester of Professional Placement integrated in the programme for the full-time students. The tourism and hospitality management programme also has strong links with the Hotel School of Mauritius and other agencies dealing with tourism and hospitality.

B. PROGRAMME AIMS

This programme offers prospects and opportunities to be part of one of the world's largest and most dynamic industries. The importance of tourism as a contributor to the national economy has led to the development of a this programme that is geared towards addressing and understanding the needs of this sector. The programme aims at providing high quality education to those wishing to pursue a career in the Tourism, Leisure and Hospitality industry. This bachelor degree programme will help students to enhance their interpersonal skills and knowledge to build a successful career in the tourism and hospitality industry.

C. PROGRAMME OBJECTIVES

The objectives of the programme are to:

- understand the complexity of the tourism and hospitality industry;
- acquire multidisciplinary skills to better understand the various areas of tourism and hospitality industry;
- understand the importance of managing the tourism and hospitality experience leading to increased customer satisfaction;
- critically examine the impact of tourism on a destination and appreciate the importance of developing a sustainable tourism industry;
- expose students to hands-on practical experience in the tourism/hospitality industry

PART I - REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM Admissions Regulations, and 'Admission to Programmes of Study at Degree Level'.

E. PROGRAMME ENTRY REQUIREMENTS

As per UTM General Entry requirements

F. PROGRAMME MODE AND DURATION

Full Time: Minimum 3 Years, Maximum 6 Years

Part Time: Minimum 4 Years, Maximum 7 Years

Each academic year includes two semesters.

G. TEACHING AND LEARNING STRATEGIES

The programme will employ a wide variety of teaching methods, including lectures, individual or group projects, presentations, workshops, case studies, field visits, Life Skills and Good Practices, talks by guest speakers and professional placement. Self-learning will be the key feature of the programme enabling students to explore, investigate and research into the various topics, interact with practitioners, and work in teams on projects.

Students will have the opportunity to follow practical training sessions at the Hotel School of Mauritius over period of two semesters. This comprises of two practical modules at the Hotel School: Practical I which focuses on *Food Production* and Practical II which focuses on *Restaurant & Bar Service*. Students are expected to purchase their own uniforms as per the requirements of the Hotel School of Mauritius.

Students will also have the opportunity to learn a foreign language and will have to choose one foreign language from the following: German, Spanish, Italian and Mandarin.

The University recognises the importance of practical experience and its value to employers. Work placement holds a significant place in the degree as it allows full-time students to obtain first-hand exposure before taking up employment after graduation. Part-time students will be required to submit a portfolio.

H. STUDENT SUPPORT AND GUIDANCE

In addition to traditional lectures, group tutorials or individual tutorials are arranged for students.

I. ATTENDANCE REQUIREMENTS

As per UTM's Regulations and Policy.

J. CREDIT SYSTEM

The modules carry 3 or 4 credits as per the programme structure.

Professional placement - 6 credits

Portfolio – 6 credits

Dissertation- 9 credits

For the award of a Certificate, 36 credits are required

For the award of a Diploma, 71 credits are required

For the award of a Degree, 105 credits are required

1 credit = 15 hours of lecture

1 credit = 30 hours of practical/tutorials/seminars

1 credit = 60 hours of Professional Placement

K. STUDENT PROGRESS AND ASSESSMENT

For the award of the Degree, all modules must be passed in the examinations, coursework and other forms of assessment.

The programme will be assessed as follows:

1. Unless otherwise specified, all modules will consist of written examinations of 2 hours per module. The assessment weightage per examination-based module is 70% for written examinations and 30% for continuous assessment such as seminars, presentations, class tests and written assignments. All modules are normally assessed over 100 marks, except for project/dissertation where it shall be as specified in the programme.

2. The modules 'Essentials of Statistics' will be assessed through 50% coursework and 50% exams. The Coursework should include at least 2 class tests and two formal assignments.
3. The following modules will be assessed 100% coursework as follows:
 - Conference and Event Management will be assessed by project based assignment involving a preliminary group presentation of the real life event on given themes, the staging of the real life event, and a report.
 - Italian II, German II, Spanish II, or Mandarin II will be assessed based on oral examinations, class test, group presentations and when available the Rosetta Stone language software will be used.
 - Research Methods for Tourism and Hospitality will be assessed by project based assignment involving fieldwork, report and presentation.
 - Life Skills and Good Practices will be assessed as per UTM *Life Skills and Good Practices* Guidelines.
 - Full-time students will be assessed for the Work Placement in Year 3 Semester 2 which will be conducted for a total of 300 hours. The learning objectives for the Work Placement will be specified in a learning contract between the placement supervisor and the learner. This learning contract specifies the roles and responsibilities of the student and the learning objectives. The placement supervisor will be required to fill out a feedback appraisal form pertaining to student's performance during the placement. Students must demonstrate that they have achieved the learning objectives specified in the learning contract.
 - Part-time students will be assessed for Portfolio as per the portfolio guideline.

L. EVALUATION OF PERFORMANCE

Grading

Overall Marks	Grade
$70 \leq X \leq 100$	A
$60 \leq X < 70$	B
$50 \leq X < 60$	C
$40 \leq X < 50$	D
$X < 40$	F
A-D	Pass
F	Fail

The percentage mark at Level 1 contributes a 20% weighting towards the Degree classification.

The percentage mark at Level 2 contributes a 30% weighting towards the Degree classification.

The percentage mark at Level 3 contributes a 50% weighting towards the Degree classification.

M. AWARD CLASSIFICATION

First Class with Honours	$CPA \geq 70$
Second Class First Division with Honours	$60 \leq CPA < 70$
Second Class Second Division with Honours	$50 \leq CPA < 60$
Third Class with Honours	$45 \leq CPA < 50$
Pass	$40 \leq CPA < 45$
No Award	$CPA < 40$

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Dr P. Naidoo, Mr N. Mootien, Dr P. Ramseook-Munhurrin and Ms N.V. Seebaluck

Part II - PROGRAMME STRUCTURE

O. BSc (Hons) Tourism and Hospitality Management – Full Time (Version 4.2)

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
TMGT 1111B	Tourism and Hospitality Studies	3 + 0	3	LWS 1102B	Hospitality Law	3 + 0	3
MBUS 1102B	Principles and Practice of Management	3 + 0	3	SMKG 1111B	Marketing for Tourism and Hospitality	3 + 0	3
COMM1101B	Business Communication	3 + 0	3	STAT 1104B	Essentials of Statistics	2 + 2	3
HMGT1101B	Food and Beverage Studies I	3 + 0	3	HMGT 1102B	Food and Beverage Studies II	3 + 0	3
ACCF 1102A	Financial Accounting	2 + 2	3	LANG1101B/ LANG1107B/ LANG1105B/ LANG 1113B	German I, Spanish I Italian I, Mandarin I	3 + 0	3
HMGT 1103B	Practical I	2 + 2	3	HMGT 1104B	Practical II	2 + 2	3
→ Start of Level 1				End of Level 1 →			
YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
LANG 2102B/LANG 2106B/ LANG2108B/ LANG 2109B	German II, Spanish II Italian II, Mandarin II	2 + 2	3	TMGT 2201B	Tourism Reservations and Ticketing	3 + 0	3
HMGT 2202B	Accommodation Management	3 + 0	3	OPS 2605B	Strategic Management Science	3 + 0	3
BECO 2105B	Tourism Economics	3 + 0	3	HMGT 2301B	Conference and Event Management	3 + 2	4
ACCF 1104A	Cost and Management Accounting	3 + 0	3	TMGT 2104B	Tourism Planning and Development	3 + 0	3
MGPL 2104B	HRM in Tourism and Hospitality	3 + 0	3	HMGT 2203B	Facilities Planning and Design Management	3 + 0	3
LSGP2000B	Life Skills and Good Practices		4				
→ Start of Level 2				End of Level 2 →			
YEAR 3							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
TMGT 3102B	Sustainable Tourism	3 + 0	3	OPS 3111B	Service Operations Management	3 + 0	3
STAT 3305B	Research Methods for Tourism and Hospitality	3 + 0	3	TMGT3301B	Outdoor Recreation	3 + 0	3
SERV 3113B	Services Marketing and Management	3 + 0	3	WPL3000B	Work Placement		4
TMGT3208B	Travel Management	3 + 0	3				
ENVT 3106B	Environmental Management for Tourism	3 + 0	3				
DISS 3000B	Dissertation			DISS 3000B	Dissertation		9
→ Start of Level 3				End of Level 3 →			

Total Number of Credits: 105

P. BSc (Hons) Tourism and Hospitality Management– Part Time (Version 4.2)

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
TMGT 111B	Tourism and Hospitality studies	3 + 0	3	ACCF 1102A	Financial Accounting	2 + 2	3
MBUS 1102B	Principles and Practice of Management	3 + 0	3	HMG1103B	Practical I	2 + 2	3
COMM 1101B	Business Communication	3 + 0	3	LWS 1102B	Hospitality Law	3 + 0	3
HMG1101B	Food and Beverage Studies I	3 + 0	3	SMKG 111B	Marketing for Tourism and Hospitality	3 + 0	3
→ Start of Level 1							
YEAR 2							
Semester 3				Semester 1			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
STAT1104B	Essentials of Statistics	2 + 2	3	LANG 2102B/LANG 2106B/LANG2108B/LANG 2109B	German II, Spanish II Italian II, Mandarin II	2 + 2	3
HMG1102B	Food and Beverage Studies II	2 + 2	3	HMG12202B	Accommodation Management	3 + 0	3
LANG1101B LANG1107B LANG1105B LANG 1113B	German I, Spanish I, Italian I, Mandarin I	2 + 2	3	BECO 2105B	Tourism Economics	3 + 0	3
HMG1103B	Practical II	2 + 2	3	ACCF1104B	Cost and Management Accounting	2 + 2	3
→ End of Level 1				→ Start of Level 2			
YEAR 3							
Semester 2				Semester 3			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
MGPL 2104B	HRM in Tourism and Hospitality	3 + 0	3	HMG12301B	Conference and Event Management	3 + 2	4
LSGP2000B	Life Skills and Good Practices		4	TMGT 2104B	Tourism Planning and Development	3 + 0	3
TMGT 2201B	Tourism Reservations and Ticketing	3 + 0	3	HMG12203B	Facilities Planning and Design Management	3 + 0	3
OPS 2605B	Strategic Management Science	3 + 0	3				
→ End of Level 2							
YEAR 4							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L + T/P	Credits	Code	Modules	Hrs/Wk L + T/P	Credits
SERV 3113B	Services Marketing and Management	3 + 0	3	ENV13106B	Environmental Management for Tourism	3 + 0	3
STAT 3305B	Research Methods for Tourism and Hospitality	3 + 0	3	OPS 3111B	Service Operations Management	3 + 0	3
TMGT 3102B	Sustainable Tourism	3 + 0	3	TMGT3301B	Outdoor Recreation	3 + 0	3

TMGT3208B	Travel Management	3 + 0	3	PORT3000B	Portfolio		4
DISS 3000B	Dissertation			DISS 3000B	Dissertation		9
→ Start of Level 3						→ End of Level 3	

Total Number of Credits: 105

Q. NON-PRESCRIPTIVE SYLLABUS OUTLINE

YEAR 1 SEMESTER 1

TMGT 1111B: Tourism and Hospitality Studies

Evolution of Tourism and Hospitality Industry; Key players in the tourism & hospitality industry; Structure & Organisation of the Tourism and Hospitality Industry; Overview of Managerial Work in Hospitality Organisations; Types of Tourism, Understanding Travel Behaviour; Tourism Impacts; Tourism Planning and Sustainability; International Tourism, Impact of market forces; Legislations (influence and impact of national and international legislation and compliance e.g. food hygiene/safety, formal and practical food safety training); Importance of Culture in Tourism and Hospitality Management; Ethics and Social Responsibility in tourism and hospitality management.

MBUS 1102B: Principles and Practice of Management

Definition, Meaning & Scope of Management, Brief overview of Management Approaches, Roles & functions of Managers, Understanding & Managing Business Environment; Decision making; Motivation; Leadership; Teams & team building; Managing for sustainability – managerial behaviour & effectiveness; Perception & communications; Values, Ethics & Professionalism, Corporate Social Responsibility.

COMM 1101B: Business Communication

Importance of communicating effectively; Internal & external Communication; Verbal & Non-Verbal communication; Process of communication; Communication Barriers; Intercultural communication; Teamwork; Conflict & communication; Writing for business audiences – letters, reports, memorandum, e-communication; Interviews – preparing for job interviews letter of application, curriculum vitae writing; Grooming; Customer Service and Communication.

HMGT 1101B: Food and Beverages I

Restaurant & Front-of-House Operations; Kitchen & Back-of-House Operations; Introduction to F& B Management; Legal Issues; Hygiene & Nutrition; Occupational Safety, Quality Control & Security; Food Production; Service Techniques. Operations of Catering Services; Introduction to Beverages; Wines, Spirits & Cocktails; Wine Production; Beer & Spirits Production.

ACCF 1102A: Financial Accounting

Roles and Principles of Financial Accounting; Double Entry Book Keeping; Capital and Revenue Expenditure; Trial Balance, Preparation of Final Account for Sole Traders, Non-Profit Organisations and Companies; Cash flow statements; Control Accounts and Accounting for VAT, Accounting for Depreciation; Bad Debts and Provisions for Bad Debts, Fundamental Accounting Concepts and International Accounting Standards; Accounting Ratios and its Interpretation; Financial Reporting and Users of Accounts.

HMGT 1103B: Practical I

Vegetables Cuts & Vegetable Preparation; Potato Cuts & Preparations; Stocks; Sauces; Cold & Hot Sauces; Salads & Dressing; Soups (Clear, Thick, Cream & Purées); Cold Hors-d'Oeuvres; Hot hors-d'Oeuvres; Main Courses; Table d'Hôte Menus; Pastries & Desserts.

YEAR 1 SEMESTER 2

LWS 1102B: Hospitality Law

Introduction to Law and the Legal System; Hospitality Operating Structures; Regulatory and Administrative Concerns in the Hospitality Industry; Law of Contracts; Legal Responsibility as a Hospitality Operator; Legally

Selecting and Managing Employees; Licensing Law; Safety and Security Issues; The Hospitality International Legal Context.

SMKG 1111B: Marketing for Tourism and Hospitality

The marketing concept; Sustainable marketing; Marketing environment; Marketing mix; Market segmentation, targeting and positioning; Consumer buyer behaviour; Marketing and Strategic Planning; Marketing Research; Branding and Product Development; Marketing Communications: Advertising, Public Relations, Direct Marketing, Personal Selling, Sales Promotions; Marketing Plans; Marketing Ethics.

STAT 1104B: Essentials of Statistics

Introduction to Statistics; Type of data; Measurement and scaling techniques; Data collection and data preparation; Graphical representation of data; Measures of location and dispersion; Basic probability; Distribution of random variables: Binominal and Normal distribution; sampling distribution and estimation interval estimation.

HMG 1102B: Food and Beverages II

Introduction to the Advanced F&B Structure & Management; Menu Costing, Planning, Designing, Purchasing & Storage for the F&B Dept; Food & Beverage Cost & Control Procedures; Banqueting and Corporate Catering; F&B Merchandising, Sales & Marketing Techniques; Case Study; Advanced F&B Products & Services; Latest Trends in F&B Products, Sales & Services.

LANG 1101B: German I

Alphabet and Pronunciation; Conjugation of Verbs; Definite and Indefinite Articles; Numbers; Plural of Nouns; Nominative and Accusative Cases; Principal and Subordinate Clauses; Nouns and Pronouns; Dative and Accusative Pronouns; Strong Verbs; Negation; Prepositions; Adverbs; Direct and Indirect Form; Separable and Inseparable Verbs; Past Tense; Present Tense; Past Participles.

LANG 1105B: Italian I

Alphabet & Pronunciation; Conjugation of verbs; Definite & Indefinite Articles; Singular & Plural Greeting People; Days & Months; Climate & Weather; telling Time; Counting to 100; Making Sentences; Asking Information; When, Why, Who, Where, What? Negative Statements & Interrogation; Expressing One's Opinions; Italian Food and Hotel Services. Asking for Directions. The Italian History, Geography, Culture & Economy. Learning about some Italian Cities & Regions: Rome, Venice, Tuscany.

LANG 1107B: Spanish I

The vowels and consonants pronunciation. Accentuation and typical questions: where, when, how, what, which; plural of nouns, subjects and pronouns, Singular and plural. Verbs: To have, to call, to be. The articles: definite and indefinite. The adjective possessive. Numeration: ordinal and cardinal, the people description. The people characterization. The prepositions. The preferences: verbs to like, to want, to prefer. The personal description in the past. Introduction to the past simple, the subjunctive, the future, the conditional and imperfect; The history, culture & economy of Spain. Familiarization with some Spanish cities: Madrid, Barcelona & Seville.

LANG 1113B: Mandarin 1

Pronunciation (consonants, vowels and tones); Question with interrogative pronouns (open questions); Interrogative particle ma (closed question); Possessive marker 'de'; Expression of past and negation in the past (verbal particles 'guo' and 'mei'); Basic phrase structure (place of nouns, adjectives, verbs, adverbs, copulas, particles); Introduction to Characters (strokes/characters component); Introduction to Chinese geography / dialects/ history

HMG 1104B: Practical II

Restaurant Presentation and Equipment; Procedures for the Service of a Meal; Types and Styles of Services of a Meal; Order Taking; Setting up of Bar; Dispensing Bar Beverages; Art of Mixing Cocktails; Breakfast Service; Wine Service.

YEAR 2 SEMESTER 1

LANG 2102B: German II

Using Adjectives; Giving the Date; Narrating; Describing; Comparing; Introducing Yourself; Expressing Wishes; Making Suggestions; Expressing Feelings; Taking Messages; Writing Reports; Professional Language & Expressions.

LANG 2106B: Italian II

Use of Adjectives & Adverbs; Narration of Events in the Past Tense; Parts of the Body; Comparisons & Superlatives; Communication & Transport – Air, Sea, Rail & Road. The Future Tense; Touring Mauritius as a Guide for Italian Tourists; Writing Reports & Letters in Italian; Conversation & expressing one opinions. Making Travel Plans. Techniques of Translation from & in to Italian.

LANG 2108B: Spanish II

Utilization of verbs and the time to discuss different situations as: The importance on the water resource, Common Activities in different situations, Sports and hobbies, Importance and influence of the publicity in the people, How and what to eat, Advices in different disasters situations, Incas and Aztecs history and its importance, environment and tourism, Culinary aspects, Environment and Contamination, Conservation, report & letter writing in Spanish, Translation techniques from and in to Spanish

LANG 2109B: Mandarin II

Expression of willing and desire (verb 'xiang'); Phrase structure 'shi...de'; Time, adverbial position in phrase; Preposition 'gen' (with); Negative Form 'mei'; Classifiers and nouns; Directions; Interrogative pronoun *naar*; *Conditional* subordinated proposition *ruguo...na/jiu...* Modality adverb *keyi* and *dei*; Comparison *bi*; introduction to Chinese taboos; culinary aspects: cuisine and tastes; Chinese names and way to greet

HMG2 2202B: Accommodation Management

Introduction to Accommodation and Hotel Management; Overview of the Accommodation Industry; Rooms Division; Organizational Functions and Functional Relationships; The Accommodation Product; Types of Accommodation; Front Office Operations: Front Office Systems, Guest Cycle and Rate Structures; Front Office Management: Planning and Evaluating Front Office Operations Yield Management; Housekeeping Operations; Cost Control Processes and Procedures, Front Office, Housekeeping, Night Auditing; Safety and Security Systems; Quality Assurance in the Provision of Accommodation; Handling Guest Complaints; Communication.

BECO 2105B: Tourism Economics

Introduction to Economies; Nature and Scope to Tourism; Economies of Tourism Demand; Market Structure and Supply of Tourism Products and Services; Equilibrium of Tourism Markets; Tourism and GDP; Tourism Multipliers; Input Output Analysis; Multinational Enterprises and Tourism; Forecasting Tourism Demand; Investment and Tourism.

ACCF 1104B: Cost and Management Accounting

Cost Concepts; Cost Behaviour and Cost ascertainment; Accounting for Overheads and Activity-Based Costing; Costing Systems and Costing Principles (Absorption and Marginal costing) Contribution Analysis and its Application to Short-term Decision Making; Break-even Analysis; Relevant Costing; Budgeting; Standard Costing and Variance Analysis; Modern Trends in Cost and Management Accounting.

MGPL 2104B: HRM for Tourism and Hospitality

Introduction to HRM; The Practice of HRM; Effective Communication; Team Building; Recruitment and Selection Procedures; Orientation and Socialisation; Training and Development; Evaluating Employee Performance; Managing Conflict; Supervisory and Management Development; Safety; Discipline and Ethics; Employment Laws and Application; Compensation and Labour Issues.

LSGP2000B: Life Skills and Good Practices

Employability Skills Development, Prevention of Corruption (as per topics proposed by ICAC and covering 24 hours of lecture), Good Governance, Personal Development Skills, Coping Skills, addressing Societal Challenges including Substance Abuse, Poverty, Climate Change, Social Media and Family problems.

YEAR 2 SEMESTER 2

TMGT 2201B: Tourism Reservations and Ticketing

Introduction to fares: the different sources of information, Normal fares: Airline abbreviations, codes and definitions; Definition, construction and calculations of different types of fares; Fares construction how to proceed; Return fares higher intermediate point; One way back haul check rule; Circular trips; Mixed Class travel, Special fares: Condition for special fares; Interpretation of fares notes; Types of special fares, Ticketing: Ticketing procedures; E-ticketing and Electronic Miscellaneous Document.

OPS 2605B: Strategic Management Science

An overview of strategic management for business; Strategic planning: tools & techniques; Environmental scanning; SWOT analysis, value chain, portfolio analysis; Stages of strategic management – formulation, implementation, evaluation & control; Ansoff matrix & Porter's generic strategies; Identifying & evaluation of strategic alternatives; Strategic business units & strategic management teams; Tactical aspects of strategy implementation; Case analysis

HMG 2301B: Conference and Event Management

Introduction to Conferences; The Provision and Supply of Conference Venues; Conference and Event Venues in Mauritius; Conference Business and Its Market Demand; The Conference and Event Market in Mauritius; Conference and Meeting Areas; Conceptualising Events; The Planning Function for Events and Conferences; Registration and Support Activities; Leadership and Human Resources; The Organisation and Staffing of Conference Venues; The Provision of Food and Drink; Technical Facilities; The Marketing of Events and of Conferences; Funding of Events; Sponsorships; Control and Budgeting; Legal and Risk Management; Logistics; Evaluation and Reporting.

TMGT 2104B: Tourism Planning and Development

Background for and Approach to Tourism; Public Sector's Role in Planning and Development; Destination Development – Destination Life Cycle Concept; Incorporating Elements of Tourism Experience into the Lifecycle Model; Destination Life Cycle and Tourism Development; Carrying Capacity; Impact Analysis - Economic Considerations; Social Considerations; Environmental Analysis; Different Forms of Tourism and Planning; Sustainable Tourism; Principles of Site Selection; Plan Formulation and Implementation.

HMG 2203B: Facilities Planning and Design Management

Management Principles and Techniques in Successfully Operating a Variety of Facilities: Operations, Human Resources, Organisations and Behaviour, Marketing and Strategic Development; Types of Facilities; Facilities Planning and Designing; Sensitivity of Coastal areas; Architecture; Lagoon and Beach Development.

YEAR 3 SEMESTER 1

SERV 3113B: Services Marketing and Management

Services Marketing mix: Pricing, Role of employees and customers, Integrated marketing communications, Distribution Channels; Service Experience and encounter; Managing customer relations and service quality; Customer complaints, service failure, service recovery and service guarantees; Marketing and managing the destination experience; Green services marketing.

STAT 3305B: Research Methods for Tourism and Hospitality

Research process: formulating the research problem, research aim & objectives, research questions; Literature review; Referencing with emphasis on the Harvard system; Quantitative & qualitative research design; Sampling techniques; Research Instrument; Qualitative and Quantitative data collection methods; Ethical consideration in research; Qualitative and Quantitative Data analysis; Choosing appropriate statistical tests; Introduction to SPSS: Descriptive statistics; hypothesis testing; Report writing.

TMGT 3102B: Sustainable Tourism

The Concepts of Sustainable Development; Heritage and Patrimony; Natural and Cultural Assets; Stakeholders in tourism: Roles of Tour Operators in the Tourist Originating and Destination Countries; the Role of the Market and the Ways in Which it can be Harnessed to Achieve Change: Sustainable Tourism, Mass Tourism, Alternative Tourism, Ecotourism and Responsible Tourism, the Concept of Conservation and the Form it Takes; Sustainable Tourism Agenda: Green Tourism, Environmental Impacts, EIA's, Corporate

Social Responsibility.

TMGT3208B: Travel Management

Tourist travel behaviour; corporate travel management; risk management; travel motivation; travel destinations; Interrelation of Travel Industry with Tourism Industry: Introducing Different Modes of Transportation; Travel Organizations; Trends/Needs for Travel Demand; Air Transport and Tourism Inter-relationship; Analysis and Managing Tourist Transport; Tourist Transport and Government Policies; Business Class Travel; Managing Transport Infrastructure Towards Sustainability; Travel Sales Distribution Systems; Mass Market Package; Independent Retailers; The Airline Industry; The Scheduled Airline Industry: Partnership and Globalisation; Transport Supply.

ENVT 3106B: Environmental Management for Tourism

Definition of Environment; Paradigms of Environmental Management; Evolution of Concept; Aspects of Environmental Management; Tourism; Hospitality and the Environment - Impacts and Solutions; Benefits and Drawbacks of Implementing Environmental Practices in Tourism and Hospitality; Waste Management in the Hospitality Industry; Water Resources Management in the Hospitality Industry; Energy Management; Environmental Management System; Sustainable Siting; Design and Construction of Tourism Facilities; Environmental Impact Assessment; Green Consumers; International and Local Environmental Standards.

YEAR 3 SEMESTER 3

OPS 3111B: Service Operations Management

Services and the Economy; Services Strategy; Green Service Delivery System; Quality Management; Competing on Service Quality; Service Development and Design; Services Facility Location and Layout, Capacity Management; Delivering E-Service; Managing the Service Profit Chain; Measurement of Performance; Green Service Operations Management.

TMGT 3301B: Outdoor Recreation

Definition of leisure, recreation and play; types of outdoor recreation; nature and problems of outdoor related sports and activities in modern society; benefits of outdoor recreation for the individual and the community; factors that influence participation in outdoor recreation; disadvantaged groups and special needs; providers of outdoor recreation; outdoor recreation and the economy; outdoor recreation and the tourism industry; outdoor recreation and sustainability; recreation needs and opportunities; planning for outdoor recreation; managing outdoor recreation facilities.

WPL3000B/PORT 3000B: Professional Placement/Portfolio

A Professional placement of 360 hours will be undertaken by full-time students.
Part-time students will have to submit a portfolio.

DISS 3000B: Dissertation

A 10,000-12,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the School Undergraduate Dissertation Guidelines. Topics studied by the students should be relevant to the discipline and deal with contemporary issues in the field.