TRM - TOURISM

TRM 2013 Principles of Tourism Management (2-2-3)
This course introduces the fundamentals of tourism, exploring its economic, cultural, and service dimensions. The course will analyze industry evolution, key sectors like transportation, accommodation, and MICE, as well as destination management and global trends. Through interactive learning, including lectures, case studies, and research projects, they will develop a critical understanding of the tourism industry. Special features include a focus on UAE and global tourism trends, industry insights, and practical applications, preparing students for careers in tourism management.

TRM 2113 Travel Intermediation and Air Transportation (2-2-3)
The course delves deeply into the travel industry, focusing on intermediaries and tour operations management. The course extends into air transportation operations, covering airline operations, airport management, and technological advancements. Through theoretical concepts, case studies, and practical exercises, students gain a comprehensive understanding of the industry, preparing them for success in this dynamic field. A practical component is also part of the course allowing students to contact industry experts through immersion supported by IATA Members Experts.

TRM 2133 Managing Customer Service and Experience (2-2-3)
This specialization course of Managing Customer Service and Experience emphasizes the critical importance of mastering effective communication, nurturing customer relationships, and leveraging innovative approaches to elevate customer service standards. It prepares students to adeptly handle the distinct challenges encountered in customer service within the tourism industry.

TRM 3023 Digital Transformation in Tourism (2-2-3)
The course focuses on the relationship between communication technologies in the tourism industry from the perspectives of both consumers and organizations. It examines the applications of technology in tourism, travel, and hospitality, and evaluates current and emerging technologies to support strategic objectives. The course analyzes the benefits of using integrated technologies to enhance the travel experience for consumers and improve organizational operations. Students will gain a critical understanding of the role of technology in tourism and its potential for innovation and growth.
Prerequisites: TRM 2113

TRM 3043 Responsible Tourism Management (2-2-3)
The Sustainable Tourism course examines the principles of sustainable tourism, provides an understanding of current industry practices in sustainable tourism and offers a comprehensive exploration of Community-Based Tourism (CBT). A practical component is also part of the course allowing students to contact industry experts through immersion mentoring with PATA Sustainability Members. The PATA sustainability experts will mentor students on designing a community-based tourism project aligned with principles of sustainability and community empowerment.

TRM 3123 Hospitality Operations Management (2-4-3)
Hospitality Operations Management focuses on the principles and practices of managing operations in the hospitality industry. The course covers key aspects such as service quality, guest satisfaction, revenue management, and sustainability. Students will learn about the various departments within a hospitality operation, including front office, housekeeping, food and beverage, and human resources, and how they interconnect to provide a seamless guest experience. Through case studies, simulations, and practical projects, students will develop skills in managing operations effectively.

TRM 3133 Event Planning and Coordination (2-4-3)
Examines theoretical and applied aspects of tourism event management. Presents structured frameworks for planning, initiating and managing destination-based tourism event projects. Looks additionally at key factors and processes involved in the promotion and sponsorship of tourism events. Financial control, risk management, legal and logistical aspects of tourism events are also discussed.

TRM 3143 Integrated Marketing Strategies for Tourism and Hospitality (2-2-3)
This course provides a deep dive into the challenges of marketing in the tourism and hospitality industries. Students will learn key marketing theories that are relevant to service providers and discover how consumer behavior shapes marketing efforts. Through intensive analysis, students decipher effective strategies for conveying memorable tourism experiences across that appeal to diverse market segments. The course equips students with the tools to dissect real-world case studies, navigate industry trends, and craft sophisticated marketing plans that seamlessly integrate digital strategies.
Prerequisites: MRK 1103

TRM 3616 TRM Industry Project I (0-24-6)
This TRM Industry Project course offers students the opportunity to apply theoretical concepts learned in the classroom to real-world scenarios within the dynamic tourism industry. Through hands-on experience, students gain practical insights into industry practices, trends, and challenges. The TRM Industry Project provides a platform for students to develop a diverse set of professional skills crucial for success in tourism management, including customer service and intercultural communication.

TRM 4043 Contemporary Tourism Dynamics (2-2-3)
This course provides a comprehensive examination of the global tourism industry, focusing on key trends, safety and security measures, and emergency response planning. Students will analyze the predominant trends shaping tourism development and planning, evaluate safety and security protocols, and formulate destination-specific emergency response plans to address diverse crisis scenarios. Through practical exercises and case studies, students will develop a deep understanding of the industry's dynamics and acquire the skills necessary to navigate and respond to evolving challenges in tourism.

TRM 4143 Managing Visitor Attractions (2-4-3)
Visitor attractions are a key element of the tourist experience and a major element of a tourist destination. This course examines the key functions involved in managing different types of visitor attractions. The course enables the student to develop an appreciation of the issues involved in planning, developing and managing successful visitor attractions. To appreciate the important issues relating to the visitor experience, including the role of technology, interpretation and visitor management. To raise awareness of the key challenges facing the visitor attraction industry.

TRM 4153 Tourism and Cultural Heritage (2-4-3)
The course covers advanced concepts and techniques for preserving tourism destinations, based on heritage, history and salient cultural characteristics. The course additionally looks at topical issues in cultural and heritage tourism marketing, and discusses analytical frameworks for assessing the viability of new tourism markets based on cultural and historical/heritage imperatives.

TRM 4213 Tourism Capstone Project (2-2-3)
TRM4213 offers students a practical platform to apply knowledge in real-world scenarios. Through independent and collaborative efforts, they craft innovative tourism business plans covering market analysis, product development, sustainability, finance, risk, and regulations. Industry collaborations provide valuable insights, while defense sessions ensure alignment with industry standards. Emphasizing meticulous documentation, compelling presentations, and reflective learning, the course equips students for success in the dynamic tourism industry landscape.
Prerequisites: BUS 3123