

TRM - TOURISM (TRM)

TRM 2003 Introduction to Tourism (2-2-3)

Introduces the fundamental principles of tourism and provides a framework that effectively integrates theory and practice. Examines tourism as an economic, cultural and service sector. Covers a wide range of concepts related to tourist typologies, geographical aspects, associated industries and tourism resources. Engages in the critical awareness of the impact of tourism on the environment, economy and community.

TRM 2103 Tourist Behavior (2-2-3)

Explores the importance of consumer behaviour in tourism, the typologies of tourist behaviour, market segmentation and the global pattern of tourism demand. It focuses on topical issues in tourist motivation, emergence of new segments and changing tourist demands. This course also provides students with the knowledge needed to investigate ways of optimizing the effectiveness of tourism marketing activities through understanding how consumers make their decisions to purchase or use tourism products.

Prerequisites: TRM 2003, MRK 1103

TRM 3003 Tourism and Hospitality Operations (2-2-3)

Integrates the functional areas of operations in tourism and hospitality organisations. Examines process planning, delivery and control systems for the production of goods and services in the tourism and hospitality industries. This course examines how the processes of service, service quality and customer satisfaction can be used to create competitive advantage for the organization.

Prerequisites: TRM 2003

TRM 3013 Integrated Technologies for 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 2003

TRM 3103 Sustainable Tourism (2-2-3)

The Sustainable Tourism course examines the principles of sustainable tourism regarding environmental, socioeconomic and cultural aspects of tourism development. In addition, the course provides an understanding of current industry practices in sustainable tourism. 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 developing a new innovative sustainable product/ service focused on contributing to sustainable development.

Prerequisites: TRM 2003

TRM 3113 Tourism Human Resource Management (2-2-3)

This course focuses on understanding the key concepts and functions of Human Resource Management within the Tourism industry. It provides students with a practical understanding of the role of human resource management techniques, with an emphasis on the evolving role of the employee in the Tourism industry. Students will learn the fundamental principles of human resources including HR Planning, Recruitment and Selection, Training and Development as well as understanding the importance of diversity and culture and ethics within an organization as well as current trends in employee relations

Prerequisites: TRM 2003

TRM 4003 Economics of Tourism (2-2-3)

Explores how micro and macroeconomics impact tourist decisions of when, where and how to travel, this course provides an understanding of economic geography and the economics of tourism. Provides the required knowledge and skills to analyse trends and flows of tourism and its economic effects with specific emphasis on how individual travel decisions impact global economies. In addition provides the skills required to interpret demographic analytics and statistical data, in order to evaluate the economic impact of tourism.

Prerequisites: TRM 2003, ECO 1103

TRM 4023 Revenue Management for Tourism (2-2-3)

Revenue Management is an important field of study to the Tourism Industry. The core of revenue management is to manage the limited capacity and perishable inventory of this industry and offer the right products at the right time at the right place. Covers a wide area of topics relating to concepts, theories, industry cases and models to provide an overview of key revenue management tools and applications.

Prerequisites: TRM 3003

TRM 4033 Special Interest Tourism (2-2-3)

Investigates the unique and rapidly developing field of special interest tourism (SIT). Examines specialist tourism activities and provides an overview of each aspect that SIT contributes to industry development. Designed to provide the knowledge and skills to plan, manage and promote a business venture, which includes targeted marketing a range of special interest activities by acquiring, interpreting and applying topical theory and practice.

Prerequisites: TRM 2003

TRM 4103 Event Management for Tourism (2-2-3)

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.

Prerequisites: TRM 2003, TRM 3003

TRM 4113 Heritage and Cultural Tourism (2-2-3)

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.

Prerequisites: TRM 2003

TRM 4123 Visitor Attraction Management (2-2-3)

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.

Prerequisites: TRM 2003

TRM 4133 Tourism Marketing (2-2-3)

Introduces marketing theories and principals from the perspective of tourism and hospitality service providers. Provides understanding of the role of consumer behavior and how it affects the marketing environment. Examines how marketing mix strategies are used to communicate the tourism experience to different market segments. Emphasizes on practical application of the latest trends in destination marketing, using tourist attractions from the UAE context.

Prerequisites: TRM 2003, MRK 1103

TRM 4203 Tourism Final Project (2-2-3)

Demonstrating mastery of the program learning outcomes, this capstone final semester course requires the application of in-depth knowledge and research skills gained across the Tourism Management Program to be evidenced in the industry-based project and report. The purpose is to integrate previously taught stand-alone courses in order to identify opportunities for the application and critical review of theory and practice in a business environment. In addition, this project is to be informed and supported where possible by industry in order to provide a high level of authentic learning.

Prerequisites: TRM 4133