TRM - TOURISM (TRM)

TRM 2003 Introduction to Tourism (3-1-3)
Introduces concepts, issues, and theories of tourism and hospitality as an economic sector and topic of academic study. Covers a broad range of topics related to the travel experience, from business development to the linkages between tourism as an industry and the impacts it has on communities and places.

TRM 2103 Consumer Behavior in Tourism (3-1-3)
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 (3-1-3)
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, OPM 2103

TRM 3013 Integrated Technologies for Tourism (3-1-3)
Actively explores the relationship between integrated communication technologies in tourism from both a consumer and organizational perspective. Analyses technology applications in tourism, travel and hospitality. Critically evaluates current and innovative emerging developments in integrated technologies to support the overall strategic objectives of an organisation.
Prerequisites: TRM 2003

TRM 3103 Sustainable Tourism (3-1-3)
Examines the principles of sustainable tourism with reference to environmental, socioeconomic and cultural aspects of tourism development. Provides an understanding of current industry practices in sustainable tourism. Offers a practical component, allowing students to develop a sustainability report for a visitor attraction site.
Prerequisites: TRM 2003

TRM 3113 Tourism Human Resource Management (3-1-3)
Focuses on understanding human resource management theories in the tourism industry such as human resource planning, recruitment process, introducing performance management and embracing diversity management. This course addresses workplace changes today and the uniqueness and challenges for HRM in Tourism organizations.
Prerequisites: TRM 2003

TRM 4003 Economics of Tourism (3-1-3)
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 (3-1-3)
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: FIN 2003

TRM 4033 Special Interest Tourism (3-1-3)
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 (3-1-3)
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 (3-1-3)
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 tourism marketing, and discusses analytical frameworks for assessing the viability of new tourism markets based on cultural and historical/heritage imperatives.
Prerequisites: TRM 3103

TRM 4123 Visitor Attraction Management (3-1-3)
Addresses core issues related to the management of attractions in tourism operations. Covers the strategic and operational aspects of attractions. Examines the attractions life-cycle processes, as well as financial, risk management and people-management issues that may modulate the performance of attractions.
Prerequisites: TRM 3003

TRM 4133 Tourism Marketing (3-1-3)
Explores a variety of marketing strategies including social media presence and online marketing. Provides the knowledge and skills required to effectively execute research, market positioning and evaluation of tourism marketing strategies.
Prerequisites: TRM 2003, MRK 1103

TRM 4203 Tourism Final Project (3-1-3)
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.