

# TOURISM MANAGEMENT

## Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalog.

## Program Mission

The Bachelor of Tourism Management program seeks to produce graduates able to function effectively in managerial and practitioner roles in the specialized field of Tourism Management. Graduates will have the skills, values and ability to explain, analyze and evaluate complex Tourism Management processes in local and global contexts, while demonstrating the ability to work independently, or in teams, to think critically, solve problems, make recommendations for improvements, and use advanced Tourism Management tools.

## Program Description

The program focuses on the expanding Tourism industry and provides students with the essential knowledge and skills to become effective managers in the industry. These include industry knowledge, effective problem-solving, critical and strategic thinking, effective communication and an awareness of the business environment. It provides both academic and vocational preparation for this vibrant and rapidly expanding industry. The course emphasizes the understanding, the application, and the analysis of management skills applied to travel, tourism, events and hospitality.

In addition to the core Tourism Management qualification, the program offers a concentration in Operations.

For the **Operations concentration**, students take – TRM 4103, TRM 4033, TRM 4133, TRM 4113 and TRM 4123 elective courses.

Students will have the option to graduate with a Higher Diploma in Tourism Management upon the successful completion of 102 credits inclusive of the two internship courses.

## Program Goals

*To develop graduates who possess the*

- Current knowledge and understanding of key areas of the Tourism Management field, their interrelationship and application.
- Ability to use the Tourism Management tools, think critically, and conduct applied research.
- Necessary key success skills in business.
- In depth knowledge of the Tourism Management field and its interrelationship and application across business environments.

## Program Learning Outcomes

### Degree Level

#### Degree level

*Students will be able to...*

1. Demonstrate in-depth knowledge of Tourism Management areas and tools.
2. Use appropriate tools to solve complex authentic problems in Tourism Management contexts.

3. Conduct research and critically evaluate arguments, abstract concepts and data, to examine issues in Tourism Management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local Tourism Management contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.
7. Demonstrate the ability to apply Tourism Management principles to various real world situations.

### Higher Diploma Level

*Students will be able to...*

1. Demonstrate knowledge of Tourism Management principles, concepts and tools.
2. Use appropriate tools to solve problems in Tourism Management contexts.
3. Conduct research and examine arguments, concepts and data, to assess issues in Tourism Management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local Tourism Management contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.

## Requirements Completion Requirements

Code	Title	Credit Hours
<b>Business Core Courses</b>		
Required Credits: 54		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 3003	Business Information Systems	3
ECO 1003	Microeconomics	3
ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
INT 2156	Business Internship I	6
INT 3156	Business Internship II	6
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 2103	Organizational Behaviour	3
MGT 3003	Business Ethics and Corporate Governance	3
MGT 3103	Strategic Management and Simulation	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3
STS 2003	Business Statistics	3
<b>Tourism Management Core Courses</b>		
Required Credits: 30		
FIN 4103	Entrepreneurial Finance	3

TRM 2003	Introduction to Tourism	3
TRM 2103	Consumer Behavior in Tourism	3
TRM 3003	Tourism and Hospitality Operations	3
TRM 3013	Integrated Technologies for Tourism	3
TRM 3103	Sustainable Tourism	3
TRM 3113	Tourism Human Resource Management	3
TRM 4003	Economics of Tourism	3
TRM 4023	Revenue Management for Tourism	3
TRM 4203	Tourism Final Project	3

**Tourism Management Elective Courses**

(For Students not pursuing a Concentration)

Required Credits: 15

TRM 4033	Special Interest Tourism	3
TRM 4103	Event Management for Tourism	3
TRM 4113	Heritage and Cultural Tourism	3
TRM 4123	Visitor Attraction Management	3
TRM 4133	Tourism Marketing	3

**General Studies**

Required Credits: 33

**English, Arabic or other Languages**

Required Credits: 12

**Humanities or Arts**

Required Credits: 3

**Information Technology or Mathematics**

Required Credits: 6

**The Natural Sciences**

Required Credits: 3

**The Social or Behavioral Sciences**

Required Credits: 9

## Operations Concentration

**Concentration Name: Operations Concentration**

Total Credit Hours: 15

Concentration Curriculum:

Code	Title	Credit Hours
TRM 4033	Special Interest Tourism	3
TRM 4103	Event Management for Tourism	3
TRM 4113	Heritage and Cultural Tourism	3
TRM 4123	Visitor Attraction Management	3
TRM 4133	Tourism Marketing	3

Concentration Code: OPR

Concentration Electives:

Description	Data
Total Required Credits	132
Maximum Duration of Study	6
Cost Recovery Program	No
Minimum Duration of Study	4
Program Code	BUTRM
Major Code	TRM

## Ideal Study Plan Recommended Sequence of Study

**Year 1****Semester 1**

		Credit Hours
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
LSM 1003	Applied Mathematics	3
LSS 1003	Life and Future Skills	3
MGT 1003	Principles of Management	3
Credit Hours		15

**Semester 2**

ACC 1103	Managerial Accounting	3
ECO 1103	Macroeconomics	3
LSC 1103	Professional Communication and Reporting	3
LSS 1123	Basic Research Methods	3
MRK 1103	Principles of Marketing	3
Credit Hours		15

**Year 2****Semester 1**

AES 1013	Arabic Communications I	3
FIN 2003	Financial Management	3
ICT 2013	Computational Thinking and Coding	3
STS 2003	Business Statistics	3
TRM 2003	Introduction to Tourism	3
Credit Hours		15

**Semester 2**

AES 1003	Emirati Studies	3
LSC 2103	Academic Reading and Writing II	3
MGT 2103	Organizational Behaviour	3
OPM 2103	Operations Management	3
TRM 2103	Consumer Behavior in Tourism	3
Credit Hours		15

**Summer**

INT 2156	Business Internship I	6
Credit Hours		6

**Year 3****Semester 1**

BIS 3003	Business Information Systems	3
LSN 1113	Introduction to Sustainability	3
MGT 3003	Business Ethics and Corporate Governance	3
TRM 3003	Tourism and Hospitality Operations	3
TRM 3013	Integrated Technologies for Tourism	3
Credit Hours		15

**Semester 2**

LAW 3103	Business and Commercial Law	3
BUS 2403	Innovation and Entrepreneurship	3
MGT 3103	Strategic Management and Simulation	3
TRM 3103	Sustainable Tourism	3
TRM 3113	Tourism Human Resource Management	3
Credit Hours		15

**Summer**

INT 3156	Business Internship II	6
Higher Diploma in Tourism Management Exit		
Credit Hours		6

**Year 4****Semester 1**

AES 3003	Professional Arabic	3
FIN 4103	Entrepreneurial Finance	3

TRM 4003	Economics of Tourism	3
2 Elective Courses		6
	Credit Hours	15
<b>Semester 2</b>		
TRM 4023	Revenue Management for Tourism	3
TRM 4203	Tourism Final Project	3
3 Elective Courses		9
	Credit Hours	15
	Total Credit Hours	132

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