

# 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.

**Upon the successful completion of 117 credits, students may commence their Research Project (TRM 4203).**

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

*Students will be able to...*

1. Demonstrate knowledge of functional business areas.
2. Utilize tools to solve problems in Tourism Management.

3. Conduct research and evaluate arguments, concepts and data in Tourism Management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Apply ethical principles to decisions made in global and local contexts, including issues related to sustainability and societal responsibility.
6. Utilize effective oral and written Arabic and English communication in business.
7. Apply Business principles utilizing technology 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

#### Bachelor of Tourism Management

*Students must successfully complete a minimum of 132 credits, including:*

Code	Title	Credit Hours
	Business Core Courses	54
	Tourism Management Core Courses	30
	Tourism Management Elective Courses	15
	General Studies	33
	<b>Total Credit Hours</b>	<b>132</b>

#### Higher Diploma in Tourism Management Exit Option

*Students must successfully complete a minimum of 102 credits, including:*

Code	Title	Credit Hours
	Business Core Courses	54
	Tourism Management Courses	18
	General Studies	30
	<b>Total Credit Hours</b>	<b>102</b>

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	Business Simulation and Project Management	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3
STS 2003	Business Statistics	3

**Tourism Management Core Courses**

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 years
Minimum Duration of Study	4 years
Cost Recovery Program	No
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 3**

BUS 2403	Innovation and Entrepreneurship	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 4**

AES 1003	Emirati Studies	3
LSN 1113	Introduction to Sustainability	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		
<b>Semester 5</b>		
LSC 2223	Future Skills Capstone	3
BIS 3003	Business Information Systems	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
<b>Semester 6</b>		
AES 1013	Arabic Communications I	3
LAW 3103	Business and Commercial Law	3
MGT 3103	Business Simulation and Project Management	3
TRM 3103	Sustainable Tourism	3
TRM 3113	Tourism Human Resource Management	3
	Credit Hours	15
<b>Summer</b>		
INT 3156	Business Internship II	6
	Higher Diploma in Tourism Management Exit	
	Credit Hours	6
<b>Year 4</b>		
<b>Semester 7</b>		
AES 1033	Islamic Culture	3
FIN 4103	Entrepreneurial Finance	3
TRM 4003	Economics of Tourism	3
2 Elective Courses		6
	Credit Hours	15
<b>Semester 8</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

## Faculty and Academic Staff

**Ann Collins**, Master of Science, Dublin City University – United Kingdom,  
Tourism Management / Strategic Management

**Debra Henderson**, Masters - Tourism & Hotel Mgt., The University of  
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**Iva Bulatović**, Ph.D., Mediterranean University Podgorica, Faculty of  
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Management

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Business/Education Management

**Renata Hodgson**, Ph.D., University of Western Sydney – Australia,  
Tourism Management / Business

**Samia Warda**, Master of Science, Alexandria University – Egypt, Tourism  
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