BACHELOR OF 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 is committed to cultivating forward-thinking graduates equipped to thrive in both management and practitioner roles within the dynamic tourism industry. Our graduates will emerge with a robust blend of theoretical knowledge and hands-on experience, enabling them to tackle contemporary challenges and drive innovation in local and international contexts. Our educational framework is dedicated to developing ethical and entrepreneurial leaders, with a strong emphasis on sustainable practices and technological agility, equipping them to navigate and prosper in the fast-paced global marketplace.

Program Description

The Bachelor of Tourism Management program delivers a comprehensive and dynamic curriculum, prioritizing a profound comprehension of pivotal concepts and trends that influence the global tourism landscape. With a strong emphasis on practical application, the program is meticulously crafted to equip students for successful managerial roles in the swiftly evolving tourism sector. This four-year undergraduate program, totaling 120 credit hours, offers a diverse array of subjects. These encompass general education courses, core business courses, specialized tourism courses, and immersive hands-on learning experiences. The program synergizes academic learning with real-world industry projects and apprenticeships, ensuring that students cultivate not just insights but also the critical skills that are essential for thriving in the tourism sector.

Program Goals

To produce graduates who are:

1. Innovative and ready to assume today's Tourism Management roles, with the foresight and adaptability to become tomorrow's industry leaders.
2. Entrepreneurial-minded and skilled at integrating theoretical knowledge and applied learning, fostering effective problem-solving skills in Tourism Management.
3. Critical thinkers who can develop practical, applied Tourism Management solutions for real world problems leveraging technology.
4. Ethical decision-makers in diverse business environment with an emphasis on sustainability.

Program Learning Outcomes

Students will be able to…

1. Apply interdisciplinary business knowledge and regulations to solve business problems
2. Collaborate in teams, demonstrating leadership skills and commitment to professional development of others.
3. Evaluate ethical and professional responsibilities in complex business situations, exhibiting autonomy and dedication to self-improvement.
4. Formulate solutions to tourism management current issues with a structured knowledge base, critical analysis, and problem-solving research techniques.
5. Demonstrate advanced proficiency in technical, creative, and analytical skills to unpredictable tourism industry matters, using research tools and strategies for innovative, evidence-based solutions.
6. Utilize advanced communication, information technology skills and critical evaluation for efficiently managing the day-to-day operations of tourism businesses.
7. Demonstrate autonomy and leadership in tourism business operations overseeing projects and tasks to address real-world challenges.

Requirements

Completion Requirements

Bachelor of Tourism Management

Students must successfully complete a minimum of 120 credits, including:

Code	Title	Credit Hours
Business Core Courses		45
Tourism Management Specialization Courses		57
General Studies		18
Total Credits		**120**

To qualify for the bachelor's degree, a student is required to:

- Successfully complete the required number of credits and courses specific to the program with a minimum cumulative GPA of 2.0.
- Complete 100 hours of volunteering.
- Meet the residency requirement that a minimum of 50% of the program credit requirements have been completed at the HCT.

Diploma Exit Options

Students may choose to exit the program with one of the following diplomas, based on the number of credits completed:

- **Diploma in Business Management**: Awarded upon completion of **60 credit hours** (typically after Year 2).
- **Higher Diploma in Tourism Management**: Awarded upon completion of **90 credit hours**, including **18 credits** in General Studies, **6 credits** in Apprenticeship, and **21 credits** in the specialization (typically after Year 3).

Code	Title	Credit Hours
Business Core Courses		
Required Credits: 45		
BUS 1023	Applied Mathematics for Business	3
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
MGT 1003	Principles of Management	3
ACC 1103	Managerial Accounting	3
MGT 1013	Managing Organizational Behavior	3
ECO 1103	Macroeconomics	3
MRK 1103	Principles of Marketing	3

STS 2003	Business Statistics	3
FIN 2003	Financial Management	3
MGT 2113	Ethics and Sustainability in Business	3
BIS 2103	Business Information Systems	3
LAW 3103	Business and Commercial Law	3
MGT 3013	Project Management & Business Simulation	3
BUS 3123	Business Research Methods	3
Tourism Core Courses		
Required Credits : 30		
TRM 2013	Principles of Tourism Management	3
TRM 2133	Managing Customer Service and Experience	3
TRM 2113	Travel Intermediation and Air Transportation	3
TRM 3023	Digital Transformation in Tourism	3
TRM 3043	Responsible Tourism Management	3
TRM 3143	Integrated Marketing Strategies for Tourism and Hospitality	3
ENT 4033	Startup Lab	3
MRK 4073	Social Media Marketing	3
TRM 4013	Niche Tourism	3
TRM 4043	Contemporary Tourism Dynamics	3
Tourism Specialization Courses		
Required Credits : 27		
TRM 3123	Hospitality Operations Management	3
TRM 3616	TRM Industry Project I *	6
TRM 3133	Event Planning and Coordination	3
TRM 4143	Managing Visitor Attractions	3
TRM 4716	TRM Industry Project II *	6
TRM 4153	Tourism and Cultural Heritage	3
TRM 4213	Tourism Capstone Project	3
*Apprenticeship courses		
General Studies Courses		
Required Credits : 18		
LSC 1103	Professional Written Communication	3
LSC 1503	Professional Spoken Communication	3
AES 1003	Emirati Studies	3
BUS 2403	Innovation and Entrepreneurship	3
BUS 2503	AI for Business	3
BUS 3013	Data Science for Business	3

Description	Data
Total Required Credits	120
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**
LSC 1103	Professional Written Communication	3
BUS 1023	Applied Mathematics for Business	3
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
MGT 1003	Principles of Management	3
	Credit Hours	**15**
Semester 2		
LSC 1503	Professional Spoken Communication	3
ACC 1103	Managerial Accounting	3
MGT 1013	Managing Organizational Behavior	3
ECO 1103	Macroeconomics	3
MRK 1103	Principles of Marketing	3
	Credit Hours	**15**
Year 2		
Semester 3		
AES 1003	Emirati Studies	3
TRM 2013	Principles of Tourism Management	3
STS 2003	Business Statistics	3
BUS 2403	Innovation and Entrepreneurship	3
FIN 2003	Financial Management	3
	Credit Hours	**15**
Semester 4		
BUS 2503	AI for Business	3
TRM 2133	Managing Customer Service and Experience	3
TRM 2113	Travel Intermediation and Air Transportation	3
MGT 2113	Ethics and Sustainability in Business	3
BIS 2103	Business Information Systems	3
	Credit Hours	**15**
Year 3		
Semester 5		
BUS 3013	Data Science for Business	3
TRM 3023	Digital Transformation in Tourism	3
TRM 3043	Responsible Tourism Management	3
LAW 3103	Business and Commercial Law	3
MGT 3013	Project Management & Business Simulation	3
	Credit Hours	**15**
Semester 6		
BUS 3123	Business Research Methods	3
TRM 3133	Event Planning and Coordination	3
TRM 3616	TRM Industry Project I	6
TRM 3123	Hospitality Operations Management	3
	Credit Hours	**15**
Year 4		
Semester 7		
TRM 4043	Contemporary Tourism Dynamics	3
TRM 4013	Niche Tourism	3
MRK 4073	Social Media Marketing	3
ENT 4033	Startup Lab	3
TRM 3143	Integrated Marketing Strategies for Tourism and Hospitality	3
	Credit Hours	**15**
Semester 8		
TRM 4213	Tourism Capstone Project	3
TRM 4153	Tourism and Cultural Heritage	3
TRM 4716	TRM Industry Project II	6
TRM 4143	Managing Visitor Attractions	3
	Credit Hours	**15**
	Total Credit Hours	**120**

Faculty and Academic Staff

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