

**CURRICULUM FOR THE BACHELOR OF SOCIAL SCIENCE (BSOC)
IN TOURISM AND HOSPITALITY MANAGEMENT**

**Sierra Leone National Tourist Board
&
Ministry of Tourism and Cultural Affairs**



With support from the Enhance Integrated Framework Tier 2 under the Sustainable Tourism Development and Promotion Project

July 2022

Government of Sierra Leone



Ministry of Tourism and Cultural Affairs





FORWARD

The Ministry of Tourism & Cultural Affairs (MTCA) and the National Tourism Board (NTB) present our complement to the Enhanced Integrated Framework Tier 2, and the Government of Sierra Leone in mobilizing and allocating the funds to develop this all-important Curriculum for the Bachelor of Social Science (BSOC) in Tourism and Hospitality Management.

We also extend our special thanks and deep appreciation to the Ministry of Technical and Higher Education, Tertiary Education Commission for their tremendous support in providing the necessary guidance at every stage of the project.

A special thanks to the consultants for providing detailed review of the manuscript but more importantly, for setting the tone at the outset of the project.

We are indeed honoured to be part of the transformational change that is taking place in Sierra Leone through the Tourism and Hospitality sector.

Sierra Leone it's is endowed with rich natural, cultural, and historic heritages, which aligns well with its exotic islands a distinctive unique wildlife and bio-diversity; and rich cultural heritage that contribute to the country's eco-tourism opportunities.

Despite it's enormous opportunities, there are still infrastructural and educational challenges. The sector, over the years, suffered from an acute institutional and human resources related challenges at all levels of the demand and supply sides. This is as a result of lack of highly qualified trainers, weak contemporary tourism-related curriculum to inadequate modern training equipment. The 2021 Training Needs Assessment (TNA) done by the NTB & MTCA, demand side indicates that 68% of general managers in hotels do not have any professional or technical training in tourism and hospitality but in other disciplines. Other managerial staff have significant tertiary level education, for example, front office managers 16%, Housekeeping managers 27%, Food and Beverage managers 32%. On the Supply side, the TNA reveals that both the public and private institutions run an array of tourism courses and the minimum level of entry range from basic school to senior secondary school leavers' WASCE minimum qualifications. 62% of these training is for the certificate level, which in effect caters for lower-level manpower in the tourism industry. 28% accounts for Diploma and 10%-degree programme.

At the period of developing the curriculum, findings from the survey conducted in Freetown. Makeni, Bo, Lungi, Bo and elsewhere, show that 84.4% were enthusiastic about the prospect of developing an integrated Tourism and Hospitality curriculum for the sector. They maintained that an integrated national curriculum course is important and relevant to the development of the Tourism and Hospitality Industries.

Recognizing these challenges, the MTCA and NTB, with funding support from the Repackaged Sustainable Tourism Development and Promotion Project Tier 2 (STDP) project under (EIF)-TIER 2 Trust Fund and the GoSL, developed a comprehensive diversified and integrative Tourism and Hospitality Management curriculum for delivery of courses in polytechnic colleges, universities and institutions in both formal and non-formal education as well as career training institutions. It must be noted that the development of a national integrated tourism and hospitality, is in line with the Government Mid-Term National Development Plan (MTDP) for which tourism is a core sector to support economic diversification by improving productivity, promoting value addition and enhancing competitiveness in the sector. In addition, the MTCA & NTB have improved the country's international image through the consolidation of existing core tourism markets, expansion of new markets, enhancing and adding value to products sites which include the Tiwai Island, Wara Wara Hills, Banana Island, Leicester Peak, Bureh Beach, Old Fourah Bay College and Bunce Island.

In guiding the process of these developments, the required policies, strategies and regulatory frameworks have been developed, including but not limited to the development of a Tourism Governance and Financial strategy, development of E-Tourism Strategy, development of a national Tourism marketing and branding strategy, developed a draft National Tourism Act, human resource capacity training strategy for the sector as well as the rehabilitation of a 24 bedrooms hotel, kitchen, Classrooms and restaurant for practical training purposes.

This integrated national tourism and hospitality curriculum will serve as an approved reference guide for the delivery and development of courses in tourism and hospitality at national level.

We believe that this curriculum would impact the sector's performance considerable in terms of efficient and effective service delivery.

Thanking you.

Minister Memunatu B. Pratt
Ministry of Tourism and Cultural Affairs



A woman in traditional Sierra Leone attire, including a white headwrap and a patterned wrap, is carrying a large basket of produce on her head. The background is a soft-focus outdoor setting.

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OVERVIEW

The BSoc in Tourism and Hospitality Management prepares students for a career in one of the most dynamic and fastest growing sectors, a harmonious blend between hospitality and tourism with the addition of specialized business and management. Courses in management will allow you to understand key concepts and skills imperative to managing and supervising a business, whilst the hospitality and tourism components will provide you with valuable practical skills. The curriculum strikes a balance between theory and practice, giving you a deep understanding to succeed in the hospitality and tourism fields. Students will also develop a wide range of Hospitality and Tourism skills which may be utilized in both managerial and entrepreneurial roles.

AIMS OF THE PROGRAMME

After successful completion of this course, students will be able to:

- ❖ Demonstrate the overall structure and operations of the Tourism/Hotel/Hospitality industries in Sierra Leone and other parts of the world;
- ❖ Understand the roles and responsibilities of a hotelier;
- ❖ Compare the relationship of hospitality industry with other industries;
- ❖ Demonstrate an understanding of the hospitality industry planning activity and its organization;
- ❖ Discuss various activities in hotel management such as managing staff and inventories and controlling overhead expenses;
- ❖ Understand and analyze hospitality industry quality standards together with safety, security and sustainability aspects;
- ❖ Demonstrate the creativity on standards and trends;
- ❖ Analyze and explain accommodation impact of city and resort types of hotels.
- ❖ Develop specialize skills and competences in the technical and managerial areas of tourism and hospitality such as teamwork, stress and time management, problem solving, customer service skills, multitasking stills, communication stills, interpersonal skills etc;
- ❖ Understanding of the tourism context which might be attractive to those seeking employment in major five-star hotels, resort hotels, tourist destinations, tourism policy makers, tourist attractions, tour operating or other recreational areas of work.

SPECIFIC LEARNING OBJECTIVES

This Hospitality Management BSoc is a unique course that will teach the learners fundamental and core principles of Hospitality management. At the end of this management course, the learners will learn knowledge, skills and specific talents with sustainable global best practices including basic concepts of Hotel management, how to effectively manage front office operations, recruiting, selecting and training the right talent for hotels, fundamentals of marketing, accounting in hospitality, quality management, advertising ,travel operations, housekeeping, engineering and security, food and beverage operations, interdepartmental communications etc.

This hospitality management degree is quite an intensive course of study and will be delivered across a number of units. Each of these modules is made up of assessments. These assessments will be independently marked, and is necessary to ensure you have a comprehensive understanding of the subject matter. All through the program, your lecturers will be 100% available to assist with studies in having a wide range of learners needs.

In this Hospitality Management Exclusive programme, the learner will be equipped with innovative, proactive, efficient and effective housekeeping, engineering & security, catering management, front office and back desk operations, training and development, recruitment & selection, food and beverage operations, effective marketing and advertising, accounting in hospitality, interdepartmental communications

DURATION OF COURSE

- 4 Years for degree course for those with 5 credits including English Language.
- 3 Years for degree course for those who have worked in the industry with 4 credits plus working experience including English language.
- HND holders with 4 credits at either GCE 'O' Level or WASSCE are admitted into the course for 3 Years. OND holders with Distinction plus 4 credits at either GCE 'O' Level or WASSCE are admitted into the course for 3 years

MODE OF DELIVERY

Courses will be taught in a combination of lectures, seminars, tutorials, workshops, practical and laboratory sessions.

ENTRY REQUIREMENTS

Prior to commencing the training, candidate must produce evidence of possessing one of the following qualifications:

For direct entry into the Bachelor Programme:

1. At least five (5) credits at GCE'O' level or West African Senior School Certificate Examinations (WASSCE) with a Credit in English Language is required for admission, in to the four (4) years programme,
2. Applicants having National Diploma (ND) with working experience plus 4 GCE 'O' Level or WASSCE with a pass in English Language will be admitted in to the program for three years.
3. Institutions will be encouraged to develop GPA progression from certificate, OD and HND to qualify for degree courses. This is considered as the courses are 70% practical and 30% theory

STAFF REQUIREMENTS

1. Qualified staff with preferably MSc and above in the relevant field of studies.
2. Experienced and Skilled personnel and Adjunct Professors in the relevant field.

INDUSTRIAL TRAINING

The professional practical training period in the field are intended to enable the students to be exposed to the practical side of the coursework. Every student is expected to observe and take part in the excursion and practical duties in the Tourism and Hospitality Industries. The students will be required to conduct the Hotel management functions in the industry.

EVALUATION PROCEDURES FOR BACHELOR PROGRAMME

Before a candidate is qualified to sit to the final examination, the candidate should have:

1. Attended a minimum of 95% in class (all sessions) and 97% attendance in practical activities and should be fully documented in his/her practical skills,
2. Obtained not less than 60 % passed in the examination conducted in all the semesters
3. Take part in the excursion and practical duties in the field during the period of study.
4. Continuous assessments 30%
5. Final examinations 70%

SUPERVISION OF INDUSTRIAL TRAINING OR POSTING

The Department of Tourism/Hospitality Management should ensure that students are placed on attachment or industrial training for three (3) to nine (9) months and they should be visited at least two or three times at their various placements by their respective student academic supervisors. Industry (employers/supervisors) assessment and a report are required at the end of the placement. The placement would comprise two full modules, the student will produce two reports, one to the academic supervisor and the other to the employer /supervisor detailing his/her activities and duties for the length of the placement and the report produced by the student will be considered a full module. The completion of the practical work experience is a prerequisite in the final determination of whether the student is successful in the programme or not. Where a student has satisfied all other requirements but failed practical work experience, he/she may only be allowed to repeat another semester of practical work experience.

Supervisors from the Department should firstly fill the form during each visit.

LEARNING RESOURCES

1. HUMAN RESOURCES

- a) Resident academic staff
- b) Hotel Managers
- c) Adjunct professors who are part time lecturers from the tourism industry

2. PHYSICAL RESOURCES

- a) Classrooms equipped with board,
- b) Teaching aids,
- c) Audio & video visuals

CURRICULUM STRUCTURE

Curriculum Course Titled BSoc in Tourism Management Semester Courses for Year 1 – 4

Code	Year 1 semester 1 Subjects	Credit Hours
CMS101	Communication Skills	3
I102	Hospitality Accounting, I	3
TME103	Tourism Economics I	3
MIS104	Introduction to Management Information Systems	3
BST105	Tourism Statistics I	3
THI106	Introduction to the Tourism and Hospitality Industry	3
	Total Credit Hours	18
	Year 1 semester 2 Subjects	Credit Hours
TMK107	Tourism Marketing	3
CMS108	Communication Skills	3
I109	Hospitality Accounting II	3
TME110	Tourism Economics II	3
BST111	Tourism Statistics II	3
MTH112	Sustainable Tourism and Hospitality Management	3
	Total Credit Hours	18
	Year 2 Semester1 Subjects	Credit Hours
TDC201	Tourism in Developing Countries	3
THL202	Tourism and Hospitality Law	3
FBM203	Food and Beverage Management Theory	3
OBH204	Organizational Behavior	3
EHT205	Ethical Tourism	3
ROM206	Restaurant Operations Management	3
FAC207	French, Arabic, Chinese for Beginners I	2
	Total Credit Hours	20

	Year 2 semester 2 Subjects	Credit Hours
ITC208	International/Global Tourism Concepts (comparative studies)	3
HMI209	Human Resource management in the Tourism/Hospitality Industry	3
HOM210	Hotel operations & management	3
ATM211	Airlines/Travel Agency Management	3
CUT212	Cultural Tourism	3
GDS213	Global Distribution Systems (GDS Theory)	3
FAC214	French, Arabic and Chinese for Beginners II	2
	Total Credit Hours	20
	Year 3 semester 1 Subjects	Credit Hours
REM301	Research Methodology	3
ITM 302	Industrial training Management	3
SMI303	Strategic management for service Industry	3
GDS304	Global Distribution Systems	3
TGP305	Tour Guiding Principles	3
AOM306	Airport Operations & Management	3
	Total Credit Hours	18
	Year 3 semester 2 Subjects	Credit Hours
FOD 307	Folklore & Dance	3
MTR 308	Midterm report (End of January) Student	3
MSE 309	Midterm supervisor Evaluation 1(END of January)	3
MLE 310	Midterm Lecturer Evaluation 1(End of January)	3
	Student Industrial Attachment(practical's)	
	Year 4 semester 1 Subjects	Credit Hours
	Student Industrial Attachment (practical's)	
	Student Industrial Attachment(practical's)	
	Student Industrial Attachment (practical's)	
	Student Industrial Attachment (practical's)	
TWS411	Thesis writing and selection of supervisor	3

Year 4 Semester 2		
MTH412	Final Examination	3
MTH413	Reference examination	3
MTH414	Thesis Defense	3
MTH415	Final Supervisor Evaluation (end of JULY)	3
MTH416	Final Lecturer Evaluation (End of July)	3
MTH417	Student Final Report (End of July)	3
	Publication of Results (END OF OCTOBER)	
	Graduation (DECEMBER)	

**Curriculum course titled BSoc in Hospitality Management per Semester Courses for
Year 1 - 3**

Subject Code	Year 1 semester 1 Subject	Credit Hours
CMS101	Communication Skills I	3
HSA102	Hospitality Accounting, I	3
HIO103	Hospitality Industry An overview	3
HIT104	Introduction to management information systems (MIS)	3
SMI105	Service quality management in the Hospitality Industry	3
TTS106	The travel and tourism system	3
	Total Credit Hours	18
	Year 1 semester 2 Subjects	Credit Hours
MHT107	Marketing management in Hospitality and Tourism	3
MMS108	Business Communication Skills II	3
MAC109	Hospitality Accounting II	3
MIC110	Managing interdepartmental communication	3
CEI111	Conference and events management in Hospitality Industry	3
STM112	Sustainable Tourism and Hospitality Management	3
	Total Credit Hours	18
	Year 2 semester 1	
HMD201	Hospitality Management in Developing Countries	3
THL202	Tourism and Hospitality Law	3
FBM203	Food and Beverage Management Theory	3
OGB204	Organizational Behavior	3
CMH205	Crisis management in Hospitality and Tourism	3
ROM206	Restaurant Operations Management	3
FCB207	French, Chinese for Beginners I	2
	Total Credit Hours	20

	Year 2 semester 2	
HPP208	Hospitality policy and planning	3
HRI209	Human Resources in the Tourism and Hospitality Industry	3
FBP210	Food and Beverage Practical 1	3
TCH211	Trend and challenges in Hospitality	3
RSH212	Recruitment and selection in the Hospitality Industry	3
GDS213	Global Distribution Systems (GDS)	3
FCB214	French, and Chinese for Beginners II	2
	Total Credit Hours	20
	Year 3 semester 1 Subjects	Credit Hours
CMH301	Crisis Management in Hospitality and Tourism	3
MFB 302	Managing food and Beverage Operations	3
HES 303	Housekeeping Engineering and Security	3
FHM 304	Front office operations in Hotel and Hospitality Management	3
ATM 305	Airlines/Travel operations management	3
HRA 306	Hospitality Research and Aviation Management	3
	Total Credit Hours	18
	Year 3 Semester 2 Subjects	Credit Hours
FOD307	Folklore & Dance	3
MTH 308	Midterm report (end of January) student	3
MTH 309	Midterm Supervisor Evaluation 1(End of January)	3
MTH 310	Midterm Lecturer Evaluation (End of January)	3
	Student Industrial Attachment(practical's)	
	Year 4 Semester 1	
	Student Industrial Attachment(practical's)	
	Thesis writing and selection of supervisor	
	Year 4 Semester 2	
MTH 311	Final Examination	3
MTH 312	Reference examination	3

MTH313	Thesis Defense	3
MTH314	Final Supervisor Evaluation (end of JULY)	3
MTH315	Final Lecturer Evaluation (End of July)	3
MTH316	Student Final Report (End of July)	3
	Publication of Results (END OF OCTOBER)	
	Graduation (DECEMBER)	

DESCRIPTION OF CORE COURSES IN TOURISM AND HOSPITALITY MANAGEMENT

Communication Skills: A field-based course that focuses on instructional strategies and practices to develop the written, verbal, non-verbal, technical communication skills of the middle-level learner. Also examines the culture and dynamics of communication within the classroom.

Learning outcomes:

- Demonstrate critical and innovative thinking;
- Display competence in oral, written, and visual communication;
- Apply communication theories;
- Show an understanding of opportunities in the field of Communication;
- Use current technology related to the communication;
- Hospitality Accounting.

Hospitality Accounting: This course describes the essential accounting for anyone in the hospitality industry, which includes hotels, restaurant, Travel agencies, spas, and similar businesses. It familiarizes the accountant with basic concepts and then addresses the various types of financial statements and the accounting needed to construct them.

Learning outcomes:

- Define hospitality accounting;
- Identify the users and uses of hospitality accounting;
- Understand why hospitality accounting ethics is a fundamental business concept;
- Explain the meaning of generally accepted accounting principles, specifically the cost principle, monetary unit assumption, and the economic entity assumption;
- State the basic accounting equation, and explain the meaning of assets, liabilities and stockholders' equity;
- Explain the accounting cycle and flow of information;
- Identify the various systems of accounting procedures used in the hospitality industry;
- Understand accounting and financial management in a hotel, foodservice operation and a club;
- Identify the types of projects for which interest should be capitalized, and when such capitalization should be terminated.

Tourism Economics: Students will be able to learn the importance of Tourism for the global, national and regional economy, and to learn about the functioning of tourism market and the economic functioning of tourism market and the economic function of tourism. It will also help to acquaint students with theoretical concepts and their critiques.

Learning outcomes:

- Identify the characteristics of tourism economy;
- Identify tourism demand and supply;
- Identify the economic characteristics of the tourism product;
- Identify the characteristics of the tourism market;
- Understand the sectoral features and importance of the tourism industry;
- Understand the place of tourism in the service industry;
- Understand the economic position of tourism in the world and in turkey on international scale;
- Explain the effects of tourism on nation economies;
- Explain the effects of tourism on prices;
- Explain the relationships between tourism and exchange rates, employment, income, balance of payments etc.;
- Explain the effects of tourism on enterprises and employees;
- Explain the effects of tourism on employment;
- Explain the conditions that tourism industry will face in the future;
- Explain the position of tourism enterprises in the factor markets;
- Explain the role of governments in terms of tourism industry.;
- Explain the role of government on the economy effects of tourism by preparing national and regional plans;
- Explain the role government on the growth of tourism.

Tourism Statistics: Statistics is used frequently to describe characteristics of large amounts of data that we may encounter in our day-to-day lives. In this course students will discover the requirements for a sampling, methods for gathering and organizing data, and types of data classifications, basic measures of central tendency, such as mean, median, mode, will be discussed. The course also covers sigma notation -a powerful tool that enables the user to condense a large number of numerical quantities into a simplified expression. By the end of this course, students should understand what Tourism big data means (And what it doesn't mean!) in the context of official tourism statistics. Students should be aware of what is going on today in the European tourism statistical system in terms of big data actions, (e.g., UN initiatives). Students should be able to evaluate and critique the potential of big tourism data sources and their feasibility for implementation in a real data production environment in terms of access, methodology, continuity, quality, costs.

Learning outcomes:

- Introduction to Tourism statistics;
- Tourism sampling and collecting of data;
- Classifying Tourism data;
- Sampling, Collecting and Classifying Data;
- Measures of central Tendency;
- The arithmetic means and its Computation;
- The Median and its Computation;
- The Mode and its Computation;
- Sigma Notation and its laws;

- Measures of dispersion and standard Deviation;
- Absolute and relative measures of dispersion;
- Range of a Data Set and its properties;
- Variance and its properties;
- Normal distribution and the bell Curve.

Tourism and Hospitality Industry: This course teaches students how to identify, develop, and promote tourism and hospitality products and services. Issues such as marketing, sales, advertising, and promotion of the tourism and hospitality industry will be explored, along with basic planning and financial topics.

Define /explain and elaborate on the interrelationships and interdependencies between the Hotel, Tourism and Hospitality areas and their constitutive concepts (e.g., Leisure and recreation). Planning, managing, providing lodging, food, recreation, conventions, tourism and related planning and support services such as travel-related services.

- Diagram Showing the Structure and Components of the Tourism Industry. Tour Operations and Operators, Retail Agents and operations, Hotel & Hospitality Operations.
- Forms of Tourism: Domestic Tourism/outbound Tourism/Inbound Tourism/Internal Tourism/National Tourism/International Tourism.
- Tourism as a concept: Introduction. Study of Tourism and Choice of discipline and approach. Display labelled diagram.
- A Conceptual Framework for Tourism: Visitors/Geographical elements/the tourism industry.

Learning outcomes:

Upon successful completion of this course, students will be able to:

- Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry;
- Apply the concepts and skills necessary to achieve guest satisfaction;
- Demonstrate leadership and teamwork to achieve common goals;
- Conduct him/herself in a professional and ethical manner, and practice industry defined work ethics;
- Communicate effectively and confidently in the class room, community and industry;
- Demonstrate knowledge of multicultural perspectives to meet the needs of the guests and employees;
- Lead with the knowledge that the foundation of the industry is based on the respect for the host culture with responsibility to perpetuate the unique values, traditions, and practices of that place;
- Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry;
- Demonstrate ability to perform basic and supervisory level job functions in hotel and restaurant careers.

Tourism Marketing: A thorough understanding of the critical role that marketing and promotions play in the development and success of tourism enterprises and destinations is central to this tourism degree course. While laying down the core foundational tourism theories and principles, students will develop a keen eye for

identifying markets, understanding the motivations of visitors, and guiding communication and interactions between stakeholders. Industry -specific skills in target market segmentation and analysis are backed by the practical application of software and online tools, such as real -time analytics, website design and social media monitoring and management. Students will explore beyond the screen and engage with the ideas of media and power, the dynamics of different operating environments and ownership of information and data. Students will emerge with a broad skill-set including interpretation and analysis of data and the uses of both traditional and digital marketing.

Learning outcomes:

- Analyzes the difference between marketing goods and services;
- Identifies the difference between characteristics of goods and services;
- Identifies the position of customer in goods and services marketing;
- Analyzes the differences between the production of goods and services;
- Evaluate the aspect of marketing mix elements in tourism products marketing;
- Explains the characteristics of product in marketing mix in tourism marketing;
- Explains the characteristics of distribution marketing mix in tourism marketing;
- Explains the characteristics of promotion marketing mix in tourism marketing;
- Explains the characteristics of people in marketing mix in tourism marketing;
- Explains the characteristics of physical evidences in marketing mix in tourism marketing;
- Explains the characteristics of processes marketing mix in tourism marketing;
- Evaluate the marketing information system and process;
- Explains the elements of marketing information system;
- Explains the process of marketing research system;
- Define product, types of products, differences between tourism product and other consumer product. Features and component of tourist product. Tourism resources as product. Tourism resources as products, product strategy and policy;
- Understand the types of Tourism and tourist needs;
- Definition of tourism marketing, the concept of tourism marketing, nature, classification and characteristics of services and their marketing implications. Methodology, consideration and pricing of tour package, designing and printing of tour brochure;
- Distribution, other special characteristics, meaning of forecasting, elements of tourism demand, quantitative and qualitative forecasts and factors affecting tourism demand;
- Have a deep understanding of the National Tourism Resources.

Sustainable Tourism & Hospitality Management: This course will help the students to develop a thorough understanding of how to manage local tourism resources, with a focus on responsible, inclusive and sustainable development and growth. It is designed to meet the growing demand for specialists in tourism planning, development, governance, marketing and management in the dynamic and expanding global industry.

Learning outcomes:

At the end of this program:

- Students will be able to present a professional quality presentation to others;
- Students will recognize and create effective written communication, imparting appropriate attention to the audience, context, format, and documented evidence;
- Students will be able to model effective teamwork/interpersonal skills in order to achieve a goal in the context of a team project. Students will apply a systematic approach to critical thinking in order to identify problems/issues and evaluate potential solutions in sustainable tourism and hospitality;
- Students will evaluate triple bottom line concepts in sustainable tourism and hospitality.

Tourism in Developing Countries: This course will help students to understand how tourism works in developing countries by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross cultural awareness and comparative studies of tourism development between countries. Tourism is the fourth Largest Industry in the global economy.

Learning outcomes:

On successful completion of this course, students will be able to:

- Understand how modernization and globalization has affected the growth of tourism in the developing economies;
- Recognize the associated international tourism actors and identify different types of alternative tourism found in most developing nations;
- Analyze the geo-political, socio-cultural and economic environment faced in developing nations;
- Engage students in critical debate about different tourists' typologies and how this could be incorporated in the planning of tourism development.

Tourism and Hospitality Law: This course presents comprehensive coverage on how the tourism and hospitality industry operates within a comprehensive domestic and international, legal and regulatory framework. The course examines this frame work and covers the key principle of law applicable to hospitality, tourism and related industries, it also discourses the various legislations on business organization and several international law issues such as consumer protection, product and service liability, employment and law access to the natural environment. Students will also have a comprehensive knowledge about the national and international regulation of the travel and hospitality industry; consumer contracts law; the law of carriers and accommodations; the duties and responsibilities of tour and travel operators and agents; travel insurance law; the law of bailment; hotel and restaurant management law; gaming and marketing law; consumer rights and complaints; criminal and civil liability of people working in the travel and tourism industry.

It also examines the law regulating the issuance of visa and travel documentation and considers the liability of the operators, agents, carriers and government instrumentalities in relation to health and safety issues.

Learning outcomes:

Introduce students to the study of hospitality law and its impact on the hospitality industry.

- Recognize legal and ethical issues in the hospitality industry;
- Understand how federal, state, and local government agencies impact the hospitality industry;
- Understand the agency relationship between businesses and their employees;
- Understand the general requirements related to business contacts and explore contacts specifically related to the hospitality industry;
- Understand the legal aspects of selecting and managing employees;
- Understand the duties and responsibilities as a hospitality operator;
- Understand the Hospitality Operators responsibility to guests and their property;
- Understand the Hospitality Operators responsibilities when serving food and beverages;
- Understand liability as it relates to casinos, resorts and other specialized destinations;
- Identify ways to maximize financial loss by exploring types of insurance required of hospitality operators;
- Strengthen core competencies in order to increase success in this and other courses and in the work place.

Food & Beverage Management Theory: This course introduces and analyzes the functions of food and beverage in the marketing context of Hospitality and Tourism. The areas of consideration will include group sales, negotiations, contracts, computer applications and service methodologies.

It covers core competencies on cleaning bar areas, operating a bar, preparing and mixing of cocktails, providing link between kitchen and service areas, providing food and beverage service, developing and updating of food and beverage knowledge and providing wine services. Definition of Food and Beverage Management. The importance of food and beverage service operation (types of food and beverage outlets in hotels), types of hotels, classification of catering establishments (commercial and non-commercial), employment opportunities in Hospitality Industry with special emphasis on food and beverage service, the parking lot, workshop objectives. Hierarchical structure of food and beverage service staff with job profile in various F&B outlets. Attitudes and Attributes of food & beverage personnel, competencies. Importance of hygiene in food & beverage service, basic etiquettes, interdepartmental relationship. Types & usage of equipment-furniture, chinaware, silverware, glassware, linen & disposables, special equipment, role of kitchen stewarding department, care and maintenance of equipment (polishing methods of silverware and stainless steel.). Introduction, types -ala carte & table D'hote, menu planning, considerations and constraints, menu terms, classical french menu, classical foods & and its accompaniments with cover. Table setting & laying of cover. Rules for waiting at a table. Necessity and functions of a control system, Billing methods- duplicate & triplicate system, KOT's & BOT's, computerized KOT's (kitchen order ticket, beverage order ticket) flow chart of KOT, presentation of bill. Table service-english/silver, American, French, Russian self-service buffets & cafeteria, Specialized service-gueridon, tray, trolley, lounge, room service, buffet service and banquet procedures etc. Single point service-take away, vending kiosks, food courts & bars, automats, mis-en-place & mis-en-scene. Types of breakfasts, accompaniments, cover set up, service procedure.

Learning outcomes:

At the end of the course, students:

- Will know factors that play role in the development of the food and beverage industry;
- Can explain social and economic reasons in the development of food and beverage industry;
- Can classify the types of food and beverage operations;
- Will know the difference of food and beverage operations management;
- Explains the management process in the food and beverage operations. Know managerial roles;
- Can explain the cycle of food and beverage;
- Can control purchasing, receiving and storage process;
- Makes the production and cost control;
- Makes the revenue control;
- Can explain sales and marketing operations;
- Knows the techniques of advertising and personal selling;
- Can do promotion and public relations.

Ethical Tourism: The course addresses topics that are critical to the management of management of Tourism such as impacts of tourism (both positive and negative), current trends, ethical principles, and conflicts, etc. Both the natural environments as well as the local cultures will be explored in relation to these issues. The course also explores some of the tools used in managing the challenges that may arise as a result of Tourism. Examples, cases and discussions will be important elements of the course.

Learning outcomes

At the end of the programme students will be able to:

- Define Ethical Tourism;
- Explains basic ethics principles in tourism;
- Explains ethics types in tourism;
- Explains ethics codes in tourism;
- Describe effects of ethics concept in hospitality & tourism;
- Explain factors affecting ethical behavior in tourism;
- Identifies conditions directing ethical behavior in tourism;
- Recognizes ethics in tourism organization;
- Relates Akhism and job ethics;
- Explains annals of industrial discipline and business moral;
- Lists characteristics of employees in Akhism.

Restaurant Operations Management: This course compares and contrasts the operational challenges facing both the manager in a chain restaurant operation as well as an independent operator. We review the procedures for establishing strategies and plans for operation. The student then looks at how to analyze the needs of the restaurant in light of marketing plans and an established menu. The production resources and personnel organization possibilities are explored. Supervision issues are introduced along with discussions and

problems concerning costing and financial issues.

Learning outcomes

At the end of the programme students will acquire knowledge to manage the professional preparation, presentation, and service of quality food.

- The knowledge to manage and evaluate functional systems in lodging operations;
- Integrate human, financial, and physical resources management into foodservice and lodging operations;
- Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in hospitality operations;
- Demonstrate awareness, understanding and skills necessary to live and work in a diverse world;
- Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member.

Hotel Operations and Management: This course aims to train men and women to be knowledgeable and professional in the operation and management of hotels, and in hotel positions. Hotel departments perform many operations which need trained, efficient staff to ensure guest satisfaction, and section leaders to control and guide them. It also teaches someone to become proficient and knowledgeable in all aspects of hotel operations and management; about the key features of hotels, the main departments and their responsibilities, and how to provide good service to customers.

Learning Outcomes

- Develop leadership and management skills through group cooperation;
- Describe the roles and functions of a team leader in the hotel industry;
- Describe the roles and functions of a manager in the hotel industry;
- Understand the importance of the continuous improvement process;
- Understand the importance of goal setting and team building;
- Understand the importance of conflict management skills;
- Understand the need for career planning;
- Apply production forecasting techniques and procedures;
- Describe physical and perpetual inventory systems;
- Evaluate food and beverage operations AO control processes;
- Recognize the importance of outstanding guest service quality, server guest relationships, and others;
- Improve ability to exercise judgement and critically analyze problems;
- Apply and improve written, oral, and non-verbal communication skills;
- ➤ to provide the student with a “real life” experience in the hotel industry;
- To provide the students with an experiential learning opportunity at various levels of responsibility.

Airlines/Travel Agency Management: This course is designed to help you boost essential management skills with top-notch industry training coupled with the ability to offer specialist, professional and competitive travel products to meet the demands of the travel market, which includes online bookings and tailor-made trips.

This course will improve your skills to supervise and manage a team, to initiate change and make business decisions. Gain insight on agency accounting procedures to build business plans that ensure good financial

health.

Learning Outcomes

At the end of the course, students will be able to:

- Define travel and tourism concepts;
- Define differences between travel and tourism concepts;
- Explains historical development of travel and tourism concepts;
- Lists factors which are effective in the definition of travel;
- Defines the structure of travel industry;
- Identifies the factors motivating people to travel;
- Identifies the reasons of people choosing travel intermediaries;
- Identifies the effects of travel and tourism on destination countries;
- Identifies the environmental effects of travel and tourism destination countries;
- Defines the characteristics and activities of travel agencies;
- Comprehends the foundation and organization structures of travel agencies;
- Defines the activities of travel agencies;
- Explains the relationship between travel agencies and other enterprises;
- Explains tour operators and package tour concepts;
- Defines tour operators and their activities;
- Defines package tour concept;
- Explains the relationship among transportation, tour operators and travel industry.

Cultural Tourism: This course exposes students to culture and heritage tourism as a product. The course introduces students to marketing of cultural and heritage tourism. Students examine the ways in which such a product may be sustained and developed to grow the local and National Economy.

Learning outcomes

- On successful completion of the course students will be able to:
- Effectively communicate a critical understanding of the relationships between culture, heritage and tourism and sustainability;
- Identify and apply a range of theories which describe and explain tourism as a Phenomenon;
- Analyze the role that tourism plays in the production and consumption of culture through global case studies;
- Evaluate the positive and negative impacts of tourism on cultures and communities;
- Identify and analyze current issues in the development and management of Cultural and heritage tourism products;
- Demonstrate professional skills in cultural and heritage tourism management through the analysis, evaluation and synthesis of academic research with field observations.

Tourism Research Methodology: This Course offers “An overview of research methodology including basic concepts employed in quantitative and qualitative research methods. Includes computer applications for research. It also aims to give students skills for critical reading of research literature and for developing a research proposal for undergraduate thesis/dissertation projects.

Learning outcomes:

At the end of the course students will be able to:

- Demonstrate critical understanding of theoretical and applied aspects of tourism management;
- Display an advanced appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources;
- Design and conduct independent research;
- Develop skills and knowledge that provide a solid platform for further postgraduate study;
- Think conceptually and analytically about tourism and its management;
- Access, evaluate and apply a range of information and data sources;
- Synthesize and evaluate a range of tourism management issues;
- Use innovative thinking and creative skills in the context of the tourism business environment and Tourism research.

RECOMMENDED REFERENCE TEXT:

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Hospitality Accounting

- Jagels Martin G. – Hospitality Management Accounting – March 3, 2006
- Burgess Cathy – Essential Financial Techniques for Hospitality Manager (A practical Approach) – September 2010
- Tolba Mohamed – The Blue Book Financial and Management Accounting In the Hotel Industry – September 19, 2020

Tourism Economics

Travel Marketing, Tourism Economics and the Airline Product – <http://ndl.ethernet.edu.et>

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- Pealson Keri E, Saunders Carol, Galletta Dennis F. – Managing and Using Information Systems a Strategic Approach – 2001

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Human Resource Management in the Tourism & Hospitality Industry

- Riley Michael – Management in The Hospitality & Tourism – December 25, 2018

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- Smith M. & Richards Greg – The Routledge Handbook of Cultural Tourism – January 17, 2013
- Duxbury Nancy – Cultural Sustainability Tourism & Development – 2021

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- BHATIAA. K. – The Business of Travel Agency & Tour Operations – January 1, 2012
- Shaw Steven – Airline Marketing and Management (17th Edition) – July 7, 2011

Global Distribution Systems (GDS)

Amadeus GDS

Sabre GDS,

Galileo GDS

Worldspan GDS

Apollo GDS

Abacus GDS

Pegasus GDS

Hotel Management Tips for the GDS

<https://www.siteminder.com>

<https://www.travelperk.com>

<https://hoteltechreport.com>

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