

B.Sc. TOURISM MANAGEMENT

This programme, which is offered on a part time basis, is targeted towards persons with an Associate degree in Tourism Management, who require additional training in the management of tourism-related facilities. In order for students to be at a competitive advantage in the hospitality and tourism industry, this programme has an internship and a language requirement.

SEMESTER I

MS22A (MGMT2008): ORGANIZATIONAL BEHAVIOUR

This course exposes students to the various ways in which individuals and organizations interact to create goods and services in a competitive and dynamic environment. The course begins with a broad overview of the nature and structure of organizations and in particular of Caribbean organizations. The focus then narrows to examine the ways in which individuals and groups behave within the context of the organization. Topics to be examined include power, leadership, groups, teams, conflict and individual behaviour.

MS23C (MGMT2012): INTRODUCTION TO QUANTITATIVE METHODS

This course is an introductory level survey of quantitative techniques, and is intended to provide an overview of commonly used mathematical models and statistical analyses to aid in making business decisions. These techniques include linear programming, decision theory and simulation. The primary emphasis is to prepare students to become intelligent users of those techniques. An understanding of the assumptions and limitations of the techniques; and also, how these techniques might be used outside the classroom environment are of particular importance.

S20H: SPANISH FOR THE HOSPITALITY INDUSTRY 3

SEMESTER II

TR21C: TRANSPORTATION AND TRAVEL

The course will focus on the dimensions of tourism; historical, economic, social, cultural, psychological and environmental characteristics as they relate to the development of the travel and tourism industry with special emphasis on the transportation sector. With ever increasing tourism demand, the transportation sector has had to adjust in order to accommodate the volume of international and domestic travelers. Adequate transportation infrastructure and access to generating markets is one of the most important prerequisites for the development of any destination. Thus tourism travel and transport is a very active element of the tourist product and experience.

HM 22C: HOSPITALITY MANAGERIAL COMMUNICATION

This course is designed to enable students to understand the nuances of communication within hospitality organizations across functional units as well as external communication needs such as press releases, advertisements and proposals. The nature of this service industry demands sensitivity in communicating valuable information, and as such the course aims at cultivating necessary communication skills at the management level in these organizations.

S21H: SPANISH FOR THE HOSPITALITY INDUSTRY 4

SUMMER: PROFESSIONAL SEMINAR SERIES

SEMESTER III

TR20A: INTERNATIONAL TOURISM

This course will equip students with information about world tourism statistics, fastest growing tourism industries, best practice and general information about the competitiveness of tourism destinations worldwide. The case study methodology will be used extensively.

TR31E: CULTURAL INTERACTION IN CARIBBEAN TOURISM

This course will allow students to gain some depth in analyzing the nuances of cultures in the Caribbean and how these have shaped tourism growth and development in the region. This will involve historical analysis as well as situational analyses, with particular focus on prospects and challenges. This contextualization is important in creating tourism planners and officials who will shape the future of the region's tourist product.

HM30E: HOSPITALITY CONSUMER BEHAVIOUR

The emphasis of this course is on hospitality consumers in particular, with a view to understanding how consumption patterns for tourism have changed. The changing consumer is a key area which must be understood, as there are increasing opportunities to introduce pull factors for various types of tourists. From an economic standpoint, some now view tourism as more than a luxury good which has implications for marketing efforts.

SEMESTER IV

MS25E (ACCT2017): MANAGEMENT ACCOUNTING 1

This course seeks to provide an in-depth understanding of: the conceptual issues and techniques used in the design of cost accounting information systems, and the use of costing information for managerial decision-making and business strategy in both manufacturing and service firms. An important feature of the course is its emphasis on cost analysis and the preparation of managerial reports.

HM30B: MEETINGS & CONVENTION MANAGEMENT

This course offers the student the opportunity to study a unique combination of business and management and to explore the specialist area of the meetings and conventions sector. It will cover many areas within this discipline including events, meetings, conventions and conferences.

HM341 CARIBBEAN TOURISM: PLANNING POLICIES AND ISSUES

At the end of this course, students should have a better understanding of the importance of the tourism industry to many economies, especially small economies within the Caribbean/CARICOM region. It is therefore necessary that workers and potential workers in this industry understand the planning and organization processes of the industry so as to minimize threats and maximize opportunities. With the understanding that the essence of tourism involves the travel to places and the interaction with people, this course focuses on the planning and organization of the 'People and Place' aspects of the four marketing P's and the policies and issues facing these entities.

SUMMER: INTERNSHIP (HM224)

SEMESTER V

MS34A (MGMT3036): ENTREPRENEURSHIP AND NEW VENTURE CREATION

This course deals with one of the most challenging issues confronting developing countries. It focuses on understanding and appreciating the entrepreneurial mindset in relation to the ability to create new ventures successfully. The course also focuses on “intrapreneurship” or in the reinvigoration of existing enterprises with an attitude of innovation, responsiveness and receptivity to change, and it considers entrepreneurship in an international context.

SY38A (SOCI3037): TOURISM AND DEVELOPMENT

This course is aimed at providing an understanding of the tourist industry, mainly from sociological and social psychological perspectives. It seeks to provide a comprehensive understanding of the nature of tourism policies and their actual and potential impacts on the social and cultural fabric of Caribbean societies. Students will learn about the evolution of tourism in the Caribbean; the relationship between Caribbean tourism and global tourism; the link between theories of development and tourism; and the methods associated with tourism impact analysis. They will also be exposed to actual case studies of tourism impacts in the Caribbean.

HM329: TOURISM MANAGEMENT

SEMESTER VI

HM340: CARIBBEAN TOURISM: SUSTAINABLE DEVELOPMENT

The main objective of this course is to discuss sustainable tourism, with special emphasis on the Caribbean. Caribbean nations are dependent on services in general and tourism in particular as a means of ensuring economic growth and development. The Course will focus on the following issues: the importance of Tourism to Caribbean Economies; the social, economic and environmental impacts of Tourism; the Concept of Sustainable Tourism and its relevance to the Caribbean; Policy and Planning mechanisms to achieve Sustainable Tourism in the Caribbean; and International, Regional and National Actions to achieve Sustainable Tourism.

TR31B – DESTINATION MARKETING

As the recipient of tourism, the destination is a key element of the tourism system and provides the focal point for tourism activity and the study of tourism. Since tourism is consumed where it is produced, the destination comes under intense scrutiny and pressure from a wide range of sources, providing many challenges for all those involved in tourism in the public and private sectors. This course will examine the key issues that must be considered to effectively market the tourism destination. More specifically, the course evaluates: the factors that influence tourists' destination choices, the role that branding, image and promotion play in destination marketing, the auditing and management of tourism destinations, marketing destinations in crisis, and the growing importance of the internet as a communications and market development tool.

TR31D – DESTINATION MANAGEMENT

The purpose of this course to expose students to the importance of, and issues surrounding, the effective management of tourism destinations. More specifically the course focuses on: destination development, issues surrounding destination management, destination management policies, tourism demand, impact of tourism, destination sales and marketing issues, and destination planning.

SUMMER: INTERNSHIP (HM343)

Please Note:

- This document is provided for information purposes only, and is subject to revision.
- Each Faculty of Social Sciences course is normally 3 credits.
- Students are required to do a minimum of 30 credits at Level I and 60 credits at Levels II and III.
- Where the core courses in the programme outline account for less than 60 credits at Levels II and III, students will be required to take additional electives.

Faculty of Social Sciences
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