



Caribbean Tourism Learning System (CTLS)



Certificate in Tourism Studies



Curriculum Handbook

2015

A COMPONENT OF THE CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

COMMONWEALTH OF LEARNING FUNDED PROJECT

CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Caribbean Common Core Curriculum

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PART TWO

CERTIFICATE IN TOURISM STUDIES CORE COURSES

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TOURISM STUDIES CORE

Specialty Courses/Topic Areas

Specialty Courses are 3 – Credit (theory) and 4 – 6 Credit Courses (practical) offered along with General Education and Business Subjects.

- 1.** Sanitation, Safety and Hygiene
- 2.** The Tourism System
- 3.** Global Tourism Impacts
- 4.** Sustainable Tourism
- 5.** Tourism Product Development
- 6.** Marketing 1
- 7.** Tour Packaging and Guiding

INTRODUCTION

The Tourism/Hospitality Industry must be staffed at all levels by individuals who are well equipped with the knowledge, skills and appropriate attitudes to satisfy the demands of this dynamic industry.

This global training can best be realized through a dedicated partnership between the specialized educational institutions and the tourism sector. A partnership such as this should effectively garner the requisites of the industry, thereby making it possible to provide students with the essentials to contribute to a prosperous Tourism/Hospitality Industry.

This certificate programme is designed to provide persons with the opportunity to receive formal education and training in their field of study.

The Certificate programme offers fewer credits than the Associate Degree programmes and less time to complete. Certificate programmes can also be offered on a part-time basis.

The entry requirements for Certificate programmes are less stringent than that required for the Associate Degree programme and prior learning experience is often taken into account.

The Certificate in Tourism Studies programme differs from the Tourism Studies Associate Degree programme as it offers fewer courses, more introductory level courses and the level of academic and analytical skills varies from that required for the Associate Degree. Persons who are already working can have their skills validated.

Credit Hours

The learning outcomes for the Certificate in Tourism Studies specialty are listed. The theory courses are calculated as 15 hours per credit with a minimum of 45 hours of instruction and

practical courses are calculated at 30 hours per credit with a minimum of 4-6 credits per course.

In addition to general education courses, business courses and electives agreed to by industry leaders and educators, each certificate programme will offer a range of specialty courses.

Programme Objectives

This programme was developed as an important component of the Caribbean Tourism Learning System (CTLS). It addresses the growing need for a common, competency-based curriculum and provides the employers with potential employees who possess a sound theoretical and practical base.

The programme is designed to:

- improve the level of professionalism of an ever changing tourism and hospitality industry.
- educate and train productive and employable people in a global community.
- provide consistent delivery of content so employers will have realistic expectations of graduates with a Certificate in Tourism Studies.
- ensure transferability and articulation with other colleges and universities within the region and where relevant, meet regional occupational standards.

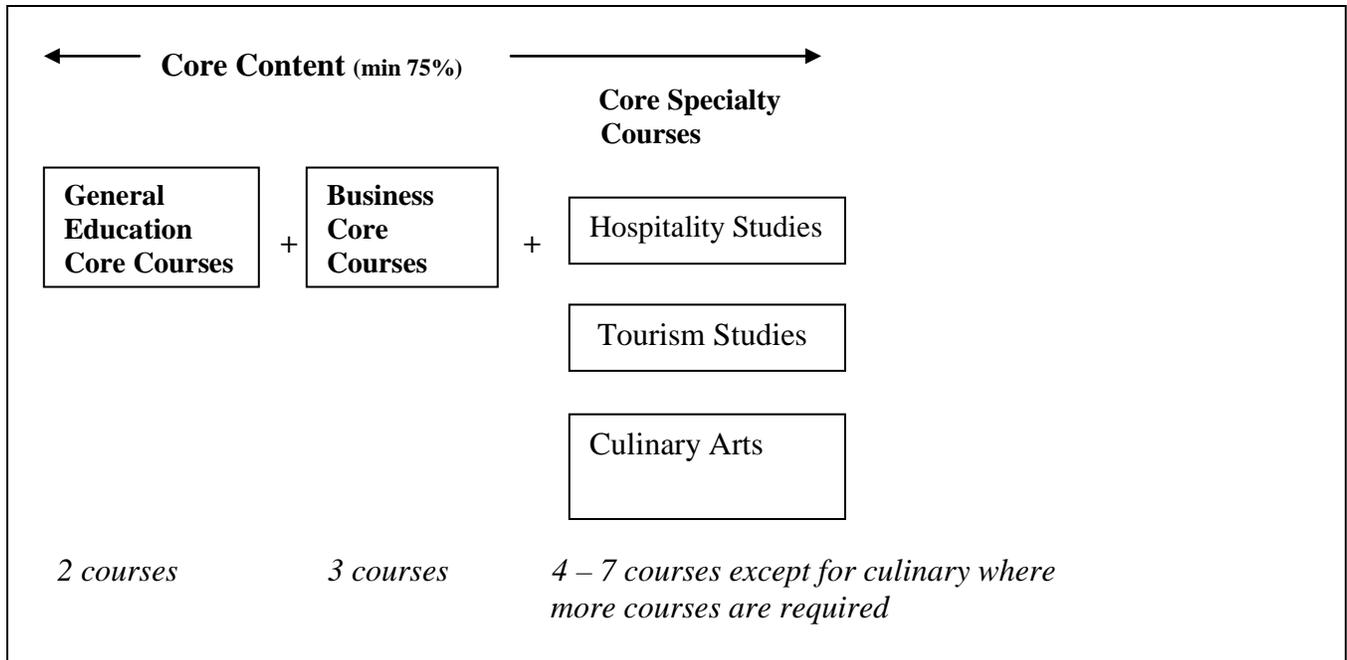
Duration of Programme

The programme takes one year of full-time study or two years of part-time study. Individual courses can also be offered as continuing education courses.

Entry Requirements

- Two (2) to four (4) years work experience
- Mature student status

CURRICULUM COURSE STRUCTURE



TOURISM STUDIES FORMAT

COURSE CODE	COURSE	HOURS		CREDITS
		T	P	
<u>SEMESTER 1</u>				
<i>BUSINESS</i>				
	Introduction to the Business of Tourism/ Hospitality	45		3
<i>TOURISM STUDIES</i>				
	Sanitation, Safety and Hygiene	45		3
	The Tourism System	45		3
	Global Tourism Impacts	45		3
<i>GENERAL EDUCATION</i>				
	English and Communication	45		3
	Applied Information Technology	45		3
<u>SEMESTER 2</u>				
<i>BUSINESS</i>				
	Quality Customer Care	45		3
	Introduction to Entrepreneurship	45		3
<i>TOURISM STUDIES</i>				
	Sustainable Tourism	45		3
	Tourism Product Development	60		4
	Marketing 1	45		3
	Tour Packaging and Guiding	45		3

SYNOPSIS OF COURSES

INTRODUCTION TO THE BUSINESS OF TOURISM

This introductory course will review the historical development of the tourism/hospitality industry. The growth, development and trends in the industry will be emphasized and linkages with the economy will be examined. Through interaction with practitioners within the Hospitality Industry, the learner will focus on the critical importance of people to the industry.

SANITATION, SAFETY AND HYGIENE

This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined.

ENGLISH AND COMMUNICATION

THE TOURISM SYSTEM

This course provides students with the understanding of how the global tourism system operates and provides them with the basic tools and techniques to function effectively within the system. The tourism system comprises generating markets, transit routes, destination and industry.

GLOBAL TOURISM IMPACTS

This course examines positive and negative tourism impacts from a local, regional and global perspective. It highlights the benefits and costs that tourism activities have on host environments, economies and societies, and encourages student discussions to identify tourism-related impacts and understand the nature of these impacts. The course is meant to prepare students for their training in sustainable tourism planning and development which requires a close understanding of the interdependence among various types of tourism-related impacts.

APPLIED INFORMATION TECHNOLOGY

This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

QUALITY CUSTOMER CARE

This introductory course is designed to sensitize students to the crucial role that quality customer service plays in the success of organizations. The

importance of delivering quality customer service consistently will be emphasized. Strategies and techniques designed to maintain and exceed customer expectations and thereby enhance customer value and build customer loyalty will be examined. The role of the service provider and the importance of attitude and professionalism will also be explored.

SUSTAINABLE TOURISM

This course introduces students to the optimum use of natural, cultural, social and financial resources for national development on an equitable and self-sustaining basis.

TOURISM PRODUCT DEVELOPMENT

This course is designed to explore how the tourism product is developed, enhanced and maintained. Instruments used in the development of the tourism product will be examined.

MARKETING 1

This introductory course exposes the student to the basic principles and practices of marketing. Marketing strategies will be examined along with marketing concepts and their application to the industry.

TOUR PACKAGING & GUIDING

This course provides students with the basic skills required for developing, selling and executing inbound and outbound package tours. Special emphasis will be placed on knowing the product and the guest. In addition, the intention is to develop and adapt presentation skills so as to stimulate guests' interest and enhance their comfort and enjoyment.

INTRODUCTION TO ENTREPRENEURSHIP

The Introduction to Entrepreneurship course will introduce future entrepreneurs to the concepts and principles of entrepreneurship. This course will provide students with an overview of the roles of entrepreneurs in the local business environment and the impact of entrepreneurship on the national economy. It will also explore different disciplines ranging from sociology, psychology, economics, finance, marketing and human resource management and the impact of these disciplines on the entrepreneur and his/her business idea. It is a course that mixes theory with practice and learners will be challenged to apply the principles, concepts and framework to real world situations.

Course Title: INTRODUCTION TO THE BUSINESS OF TOURISM/ HOSPITALITY

Prerequisite: None

Credits: 3

Course Description

This introductory course will review the historical development of the tourism/hospitality industry. The growth, development and trends in the industry will be emphasized and linkages with the economy will be examined. Through interaction with practitioners within the Hospitality Industry, the learner will focus on the critical importance of people to the industry.

General Objectives

This course is designed to:

- 1 provide a global perspective of the tourism and hospitality industry, its impacts, trends, functions associations involved and potential careers
- 2 acquaint students with local, regional and international tourism organizations and their mission
- 3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, learners will:

- 1 identify and discuss the impact of tourism on a destination.
- 2 identify key associations and organizations and how they impact both domestic and international tourism.
- 3 describe the sources that shaped the development of the hospitality industry.
- 4 analyze and explain the various trends and how they impact the tourism/hospitality industry.
- 5 identify and discuss the varied careers associated with the tourism/hospitality industry.
- 6 demonstrate an understanding of how the Tourism/Hospitality industry functions.

Unit 1

Topics

1.0 Tourism Definitions and Motivations

Objectives

Upon completion of the topic the student will be able to:

- 1.1 identify the differences between the tourism and the hospitality Industries
- 1.2 state and describe various tourism definitions such as international and domestic tourism; and categories of tourist (VFR's, excursionists etc.)
- 1.3 identify and list tourist motivations for travel
- 1.4 describe the "Pull and Push Factor Theory"

Content

- Definition of "tourism industry" and "hospitality industry".
- Other tourism definitions
- Tourism motivations for travel
- Push and Pull Factor Theory

2.0 Development and Growth of Tourism

Objectives

Upon completion of the topic the student will be able to:

- 2.1 explain the historic development of tourism
- 2.2 describe the physical, social and economic reasons for travel

Content

- Tourism history
- Reasons for travel

3.0 The Role of Tourism Organizations

Objectives

Upon completion of the topic the student will be able to:

- 3.1 identify the role and structure of local, regional and international organizations

- 3.2** list the names of various tourism organizations: CTO, WTTC, WTO, IATA, ASTA, CHA, etc

Content

- Local, regional and international organizations
- Tourism organizations

4.0 The Tourism Economy

Objectives

Upon completion of the topic the student will be able to:

- 4.1** list the economic sectors of the country
- 4.2** define what is an economic linkage
- 4.3** Identify linkages between the tourism sector and other sectors of the economy.
- 4.4** describe various tourism statistical terms such as: GNP, GDP, Incomes, foreign exchange, direct and indirect employment leakages

Content

- Economic sectors
- Economic linkage
- Tourism linkages
- Tourism statistical terms

5.0 The Impacts of Tourism

Objectives

Upon completion of the topic the student will be able to:

- 5.1** discuss the social/cultural environmental, physical and technological Impacts
- 5.2** discuss environmental Projects
- 5.3** describe how negative impacts can be controlled through the use of Sustainable
- 5.4** Tourism, carrying capacity and inclusion of residents in tourism

Content

- Social/cultural impacts
- Environmental impacts
- physical and technological impacts
- Environmental projects

6.0 The Components of Tourism

Objective

Upon completion of the topic the student will be able to:

- 6.1** discuss the components of tourism in relation to categories, location, organization and management of:
 - Accommodation
 - Food and Beverage
 - Transportation
 - Adventure Tourism and Recreation
 - Attractions
 - Travel Trade
 - Events and Conferences
 - Tourism Services

Content

- Hospitality components categories
 - categories
 - location
 - organization and management structures

7.0 The Nature of Hospitality and Service

Objectives

Upon completion of the topic the student will be able to:

- 7.1** describe the characteristics necessary for providing good service
- 7.2** discuss service, servitude and subservience

Content

- Characteristics of good service
- Service vs servitude

8.0 Careers

Objectives

Upon completion of the topic the student will be able to:

- 8.1** list and describe various careers within the hospitality industry
- 8.2** discuss innovative career options
- 8.3** identify the characteristics of a tourism professional.

Content

- Tourism/hospitality career paths

Unit 2

Topics

9.0 Trends in Tourism and Hospitality

Objectives

Upon completion of the topic the student will be able to:

- 9.1 discuss markets and future developments
- 9.2 discuss packaging of the product
- 9.3 discuss the application of information technology to the industry

Content

- Emerging trends in tourism and hospitality
- Packaging of the tourism and hospitality product
- IT application in the tourism/hospitality sector

Instructional Methods

The programme is to be delivered through a series of instructor led presentations, must include guest speakers from the industry. Formats, which should be utilized, are panel discussions and individual presentations. These methodologies should be followed by question and answer periods.

Assessment and Evaluation

- The coursework mark accounts for 40% of the final grade for the course. There are two coursework assignments (either class exercises or homework assignments) - one valued at 15% and the other at 25%.
- The final examination test items take the form of multiple choice and account for 60% of the final grade for the course.

Recommended Text

Tourism and Hospitality in the 21st Century; edited by a Lockwood and S Medlik; published by Butterworth-Heinemann 2003

Introduction to Hospitality Operations, 2nd Edition – Peter Jones

Introduction to Hospitality – John Walker

The Art and Science of Hospitality Management – by Jerome Vallen and James Abbey

Hospitality Today- Educational Institute of the American Hotel Motel Association

Modern Hotel and Motel Management – Gerald Lattin

An Introduction to Tourism – by Licorish and Jenkins

Introduction to Tourism and Travel: an International Approach – by Michael Coltman

Resources

Chanel View Publishers
University of Strathclyde

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation by students is an integral part of the learning process.

Course Title: SANITATION, SAFETY AND HYGIENE

Prerequisite: None

Credits: 3

Overview

This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined. The course will provide students with the opportunity to obtain international certification.

General Objectives

This course is designed to:

- 1 present the rules of personal hygiene and the importance of adhering to safety rules and regulations.
- 2 introduce the causes and prevention of food poisoning and to introduce the requirements of safety in the workplace.
- 3 introduce local legislation relating to the food service industry

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 discuss how contamination of food can occur in a food service establishment.
- 2 describe the effect and consequences of food borne illness.
- 3 display sound practices to prevent the possibility of food poisoning.
- 4 identify measures/procedures that will reduce or eliminate accidents in food preparation and service areas.

Topics

1.0 How Food Handling Practices Cause Foodborne Illness

Objectives

Upon completion of the topic the student will be able to:

- 1.1 explain the concept/idea of food safety to other food handlers/employees/customers
- 1.2 discuss the types of hazards involved in food preparation
- 1.3 identify the challenges to food safety in their particular kind of food business operation
- 1.4 identify the factors that influence the growth of micro-organisms
- 1.5 illustrate by simulation/role-play, selected conditions that are associated with hazards in handling food.
- 1.6 explain what is meant by the “temperature danger zone” in food safety
- 1.7 identify the kinds of food borne illness that may result from unsafe food handling

Content

- The concept of food safety in the business environment
- The definition of “micro-organism”
- Factors that influence the growth of micro-organisms
- The definition of food borne illness

2.0 How Personal Hygiene Affects Food Safety

Objectives

Upon completion of the topic the student will be able to:

- 2.1 identify the kinds of organisms found on the human body, that may cause food contamination
- 2.2 illustrate the link between personal hygiene and food safety
- 2.3 demonstrate the principles of personal hygiene appropriate to safe food handling
- 2.4 explain why persons with the following conditions should not be involved in food preparation: fever, diarrhea, upset stomach, nausea, vomiting, sore throat, sinus infection, coughing, sneezing, dizziness
- 2.5 identify conditions and illnesses that must be reported to the employer or other authorities if the individual is a food handler

Content

- Principles of personal hygiene
- The linkages between personal hygiene and food safety
- Characteristics of food contamination

3.0 Sanitation Practices Relating to Purchasing and Receiving

Objectives

Upon completion of the topic the student will be able to:

- 3.1 explain the characteristics of safe sources in the context of food safety
- 3.2 identify safe sources of foods and food products
- 3.3 adjust receiving schedules in keeping with food safety time/temperature requirements
- 3.4 identify characteristics of wholesome foods and food products, by category: fruit & vegetables, canned foods, meats and poultry, eggs, fish, dairy products, dry goods
- 3.5 explain the safety implications of “critical dates” labeling, specifically the following: “expiry”, “use by”, “best by”, “manufactured on”, in keeping with national standards
- 3.6 identify what changes they need to make to existing practices in order to meet food safety requirements
- 3.7 participate constructively with employees and health personnel in food inspection activities

Content

- Safe sources of food and food products
- Local food safety standards

4.0 Safe Food Storage Practices

Objectives

Upon completion of the topic the student will be able to:

- 4.1 explain the meaning of storage in the context of food handling establishments and their supplier.
- 4.2 illustrate by example the types of food storage and their distinguishing characteristics
- 4.3 identify and maintain safe-zone temperatures for raw and cooked foods
- 4.4 store chemicals safely in relation to food components and food products
- 4.5 store food handling equipment and utensils safely
- 4.6 identify and discuss low cost, efficient storage strategies that are suited to the business operation

Content

- Types of food storage facilities
- Definition of “safe-zone”
- Sanitation of food handling equipment and utensils
- Cost effective storage

5.0 Safe Freezing, Thawing and Reheating

Objectives

Upon completion of the topic the student will be able to:

- 5.1 distinguish between cooking and reheating
- 5.2 practice safe reheating
- 5.3 practice safe methods of thawing
- 5.4 practice safe freezing
- 5.5 apply time-temperature principles in practical situations

Content

- Definition of cooking and reheating
- Safe methods of reheating
- Safe methods of thawing
- Safe methods of freezing

6.0 Cleaning and Sanitizing Practices to Promote Food Safety

Objectives

Upon completion of the topic the student will be able to:

- 6.1 differentiate between cleaning and sanitizing
- 6.2 explain what is meant by a food contact surface
- 6.3 identify the types of cleaning agents and sanitizers that may be used safely in a food handling operation
- 6.4 identify, plan, implement and monitor a basic cleaning schedule which ensures that areas, utensils and equipment are cleaned and sanitized
- 6.5 clean and sanitize based on the “3 sink principle”, using either a 3-compartment sink or a safe alternative
- 6.6 use cleaning agents and sanitizers safely in the food handling operation
- 6.7 store cleaning and sanitizing chemicals safely

6.8 store cleaned and sanitized items safely

Content

- Definition of cleaning
- Definition of sanitizing
- Cleaning agents and sanitizers
- Cleaning methods
- Sanitizing methods
- Methods of storing chemicals safely

7.0 Vector Control

Objectives

Upon completion of the topic the student will be able to:

- 7.1** describe the diseases that the vectors spread.
- 7.2** explain the indicators that show the presence of the vectors.
- 7.3** identify vector control measures.
- 7.4** explain and demonstrate the safe use of chemicals in vector control.

Content

- Definition of vector
- Methods of identification of vector presence
- Vector control methods

8.0 Legislation (Local and International)

Objectives

Upon completion of the topic the student will be able to:

- 8.1** differentiate between the Act and the Regulation.
- 8.2** list the relevant regulations and dates they were enacted.
- 8.3** outline the requirements for the registration and licensing of food premises and vehicles.
- 8.4** identify the legal requirements for the satisfactory layout of food establishment.
- 8.5** identify the penalties for the contravention of the regulations.
- 8.6** outline the functions of Environmental Health Officers as described in the regulations.

Content

- Environmental health regulations
- The functions of Environmental Health Officers

9.0 Principles of HACCP

Objectives

Upon completion of the topic the student will be able to:

- 9.1** define HACCP
- 9.2** describe the preparation processes that are involved in selected foods
- 9.3** create a basic flow diagram/description of selected preparation and serving processes
- 9.4** demonstrate safe ways of tasting, touching and smelling foods
- 9.5** identify the types of hazards that may occur in selected preparation and serving processes for a cooked food and a food that is served uncooked
- 9.6** identify the stages at which these hazards may occur in the processes of preparation and serving
- 9.7** distinguish between a “control point” and a “critical control point”
- 9.8** identify the critical control points in a “preparation flow” for a specific finished product typically prepared in the food establishment
- 9.9** outline preparation and serving practices to selected basic Health Services Regulations.
- 9.10** discuss the importance of the introduction to the principles of HACCP on the traditional methods of food purchasing, storage and preparation
- 9.11** describe the role of the local National Standards Institute and the Ministry of Health in implementing the guidelines articulated in HACCP

Content

- Definition of HACCP
- Definition of control point
- Definition of critical control point
- Relationship of HACCP to health regulation
- HACCP vs traditional approach to food preparation and service.

10.0 Food Preservation

Objectives

Upon completion of the topic the student will be able to:

- 10.1** define “food preservation”
- 10.2** state three principles of food preservation
- 10.3** define the term “additive”
- 10.4** describe at least four reasons for preserving food
- 10.5** discuss at least five methods of food preservation
- 10.6** define the terms “pasteurization” and “UHT”

Content

- Principles of food preservation
- Reasons for preserving food
- Methods of food preservation

11.0 Refuse/Waste Disposal

Objectives

Upon completion of the topic the student will be able to:

- 11.1** define the terms “refuse”, “rubbish”, “garbage” and “waste”
- 11.2** identify the different types of refuse
- 11.3** explain the characteristics/properties of refuse
- 11.4** discuss the storage of refuse before collection
- 11.5** identify final disposal sites
- 11.6** discuss suitable methods of solid and liquid waste disposal and state their advantages
- 11.7** identify potential hazards of improper waste disposal

Content

- Characteristics and types of refuse
- Storage of refuse
- Refuse disposal methods

12.0 Safety Issues

Objectives

Upon completion of the topic the student will be able to:

- 12.1** define the local legislation dealing with safety at work
- 12.2** describe the types of accidents that may occur and indicate the causes
- 12.3** discuss preventative measures
- 12.4** establish an accident prevention code

Content

- Local/regional legislation relating to safety at work
- Types of accidents that may occur in the work place
- Development of an accident code policy

13.0 Fires

Objectives

Upon completion of the topic the student will be able to:

- 13.1** discuss local fire regulations.
- 13.2** state the types of fire extinguishers that should be used for specific fires.
- 13.3** demonstrate the correct use of fire extinguishers.
- 13.4** explain procedures to be followed in case of fire.
- 13.5** recognize the importance of memorizing the emergency fire station number

Content

- Types of fires.
- Causes and prevention.
- Procedure in the handling of fires

14.0 Basic First Aid Techniques (Red Cross)

Objective

Upon completion of the topic the student will be able to:

14.1 describe simple first aid for minor burns, cuts electric shock and drowning casualties, etc.

HACCP and Sanitation in Restaurants and Food Service Operations, 2005L Arduser & D R Brown; Atlantic Pub. Group Inc.

Content

- Treatment of burns, cuts and electric shocks
- Resuscitation techniques

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Instruction Format

Lecture
Discussion
Demonstration
Guest Lecturer
Field trips

Assessment and Evaluation

- Sanitation and Safety
 - one group project – 10%
 - a mid-term test - 15%
- First-Aid
 - three practical assessments - 15%
- Final theory exam (combines the sanitation and safety and first aid components) - 60%

Recommended Text

Applied Food Service Sanitation, National Restaurant Association, Wiley, John & Sons.

Hygiene for Management. London: Highfield Publications, 1998. Springer, Richard A.

Food Poisoning and Food Hygiene. London: Arnold, 1998. Hobbs, Betty C. and Roberts, Diane

Food Hygiene, Health and Safety. London: Longman, 1998. Stretch, A and Southgate, H.

The Essential Guide to food Hygiene and Safety. Surrey: Eaton Publications, 1997. Aston, Graham and Tiffney, John.

Food Safety: A Guide to What You Really Need to Know, J M Hemminger; published in 2000 by Wiley-Blackwell

Principles of Food Sanitation (Food Science Text Series), 5th Edition 2006, N Marriott & R B Gravanni, published by Springer

Course Title: THE TOURISM SYSTEM

Prerequisite: None

Credits: 3

Course Description

This course provides students with the understanding of how the global tourism system operates and provides them with the basic tools and techniques to function effectively within the system. The tourism system comprises generating markets, transit routes, destination and industry.

General Objectives

This course is designed to assist students to:

- 1 assess the major factors influencing travel
- 2 explain international travel patterns and, in so doing, identify the major travel-generating and travel-receiving areas.
- 3 determine factors which limit or enhance global movement of people
- 4 discuss main physical and geographical features associated with selected tourism destinations
- 5 explain the importance of transportation and the travel network to the Tourism Industry
- 6 discuss issues in Tourism which will affect Future Global Travel Trends

Learning Outcomes

Upon successful completion of this course, learners will:

- 1 explain the aspects of the tourism system
- 2 assess the major factors influencing travel
- 3 explain international travel patterns and, in so doing, identify the major travel-generating and travel-receiving areas.
- 4 determine the factors which limit or enhance global movement of people
- 5 discuss main physical and geographical features associated with selected tourism destinations
- 6 explain the importance of transit routes within the travel network to the Tourism Industry
- 7 discuss issues in Tourism which will affect Future Global Travel Trends

Topics

1.0 Travel Geography - An Introduction

Objectives

Upon completion of the topic the student will be able to:

- 1.1 identify different types of Geography by recognizing terminology and references
- 1.2 describe and define “Travel Geography” using key concepts and terms

Content

- Types of geography
- What is travel geography
- Key definitions, eg, who is a tourist, what is tourism
- Types of tourism

2.0 Generating Markets

Objectives

Upon completion of the topic the student will be able to:

- 2.1 identify main factors influencing travel and name the most popular countries for travel on the globe
- 2.2 explain different factors that limit/enhance the geographic movement of people
- 2.3 explain Motivation Models of Tourist Behavior
- 2.4 identify main factors which limit and enhance intra-regional and domestic travel.

Content

- The most travelled destinations in the world
- Determinants and deterrents to travel
- Future travel trends and new frontiers

3.0 The Travel Network/Transit Routes

Objectives

Upon completion of the topic the student will be able to:

- 3.1 evaluate the importance of the travel network for travel & tourism
- 3.2 identify the major international gateways for travel (hubs)
- 3.3 identify major international scheduled carriers and charters and their routes
- 3.4 identify main methods of transportation used to travel from and within specific geographic locations
- 3.5 evaluate the impact of the travel network on Caribbean tourism.

Content

- Air, land and sea
- Major airlines and airports, seaports
- International agreements to facilitate travel

4.0 Industry Standards

Objectives

Upon completion of the topic the student will be able to:

- 4.1 explain the need for standards in the management of tourism and how they influence the region’s competitiveness (Green Globe, Blue Flag certification systems)
- 4.2 explain how the tourism sector is managed and regulated at the national and regional level
- 4.3 identify all aspects of tourism product development at the regional and national level

Content

- What it is – aim of the organization
- What are the issues and how they affect travel
- What are standards and what purpose do they serve

5.0 Current Issues

Objectives

Upon completion of the topic the student will be able to:

- 5.1 analyze political and economic trends
- 5.2 discuss major events which impact on global travel and tourism

Content

- 9/11. The Impact
- Political and economic trends
- War in Iraq/SARS/Norwalk
Virus/terrorism/HIV/AIDS pandemic

6.0 Future Travel

Objectives

Upon completion of the topic the student will be able to:

- 6.1 determine main issues that will affect travel in future
- 6.2 present a reasonable forecast for the future of Caribbean Tourism Destinations based on the above factors

Content

- New frontiers in travel
- WTO top picks for future tourism destinations
- Issues affecting future travel

Instruction Format

The course will take the form of lectures, case studies and interactive discussions relevant to the industry. A guest speaker from the industry and National Tourism Organizations (NTO) etc, will be invited to impart information on recent trends in Global Tourism with specific emphasis on the Caribbean.

Assessment and Evaluation

Students will be assessed on class participation, and coursework which includes a project specifically aimed at identifying major factors related to the tourism system and its impact on the sector.

Assignments (3) – 45%
Project – 25%
Final Examination – 30%

Recommended Text and Resources

Tourism Geography, Davidoff, P.G., Davidoff, D.S., & Eyre, J.D; Englewood Cliffs, NJ: Prentice-Hall, Inc.

Tourism Today: a Geographical Analysis, 2nd Edition. Pearce, D.

Discovering Destinations: a Geography Workbook for Travel and Tourism, 4th Edition; David W. Howell, Niagara University/Prentice Hall

Explorations: Travel Geography and Destination Study, Janice L. Landry, Lucas Travel School-NC; Anna H. Fesmire, Lucas Travel School, North Carolina, Prentice Hall.

Resources

The International Eco-tourism Society
www.ecotourism.org.

Conservation International's Eco-travel Center
www.ecotour.org/ecotour.htm.

United Nations Division for Sustainable Tourism
www.un.org/esa/sustdev/tourism.htm.

World Tourism Organization www.world-tourism.org.

Tourism for Tomorrow Awards:
<http://www.britishairways.com/tourism/>

Caribbean Tourism Organization
www.onecaribbean.org and www.doitcaribbean.com

World Atlas

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: GLOBAL TOURISM IMPACTS

Prerequisite: None

Credits: 4

Course Description

This course examines positive and negative tourism impacts from a local, regional and global perspective. It highlights the benefits and costs that tourism activities have on host environments, economies and societies, and encourages student discussions to identify tourism-related impacts and understand the nature of these impacts. The course is meant to prepare students for their training in sustainable tourism planning and development which requires a close understanding of the interdependence among various types of tourism-related impacts.

Course Aim

The aim of the Global Tourism Impacts course is to provide students with:

- A framework for studying the interrelations between tourism and the physical, cultural, social, political and economic environments in which travel and tourism takes place
- An understanding of a range of environmental, economic, socio-cultural and political issues and impacts at the local community level, regional level as well as national and international level
- Practical ability to investigate and assess the impact of tourism activity on local communities, Caribbean destinations, and emerging economies in Asia.

Learning Objectives

Upon completion of this course a student should be able to:

- Classify the economic, socio-cultural and environmental impacts of tourist activity
- Assess the factors that affect the extent of tourism impacts
- Explain the roles of tourism operators, providers and different stakeholders in the management of impacts
- Conduct research to evaluate the economic, socio-cultural and environmental impacts of tourism on a specific destination

- Determine the measures and controls that may be implemented to reduce the negative and enhance the positive impacts of tourism

Course Content

The course content is organized into six study units with clear learning objectives. These are used to explore global tourism impacts with a focus on specific destinations.

Unit 1: An Introduction to Global Tourism Impacts

- 1.1 Understand key trends and outlook for international tourism
 - a. Meaning, scope and definition of tourism
 - Travel and tourism definitions
 - Basic tourism units (Domestic, Inbound, Outbound)
 - Classification of tourism demand
 - Classification of tourism supply
 - b. Overview of the international travel and tourism industry: UNWTO tourism highlights 2014
 - International tourist patterns
 - World's Top Tourism Destinations
 - Emerging destinations
 - Key trends and outlook
- 1.2 Explain the dimensions of global tourism impacts
 - a. General tourism impact: issues and concepts
 - Factors influencing tourism impacts (positive and negative)
 - Impact dimensions: economic, socio-cultural, environmental
 - Relationship between level of tourism impact and type of tourism
 - Common issues independent of type of tourism

Unit 2: Economic Impacts of Tourism

- 2.1 Understand economic aspects of tourism and its impacts
 - a. Tourism economics
 - Defining the economic contribution of Travel and Tourism
 - Direct economic impacts
 - Indirect economic impacts
 - Induced economic impacts

- b. Major economic impacts of tourism;
 - Negative economic impacts of tourism
 - Positive economic impacts of tourism

2.2 Apply an economic measure for evaluating tourism impacts

- a. Economic measurement of tourism impacts
 - Importance of measuring economic value and impacts of tourism
 - What do tourism economic impact models measure
 - How is the economic value of tourism measured: tourism multipliers, i.e. types and calculations, tourism satellite accounts
 - Using the results from tourism economic impact studies
- b. Case studies on the economic impacts of tourism
 - Economic impact of tourism in developing countries
 - Case study: St Lucia
 - Economic impact of tourism in developed countries
 - Case study: France

Unit 3: Socio-cultural Impacts of Tourism

3.1 Describe the socio-cultural impacts of tourism in developing countries and emerging destinations

- a. The relationship between tourist and host
 - The socio-cultural nature of the host-guest encounter
 - Types of tourists and their social and cultural effects on local communities
 - Tourism and the socio-cultural environment in the Commonwealth Caribbean
- b. Major socio-cultural impacts of tourism;
 - Negative socio-cultural impacts of tourism
 - Positive socio-cultural impacts of tourism

3.2 Evaluate the positive and negative socio-cultural impacts of tourism on locals and tourists

- a. Socio-cultural tourism impact assessment
 - Approaches to the study of socio-cultural impacts of tourism
 - Methods of measuring socio-cultural impacts

- b. Case studies on the socio-cultural impacts of tourism

- Socio-cultural impacts of tourism in newly industrialized countries
- Case study: Brazil
- Socio-cultural impacts of tourism in developed countries
- Case study: Singapore

Unit 4: Environmental Impacts of Tourism

4.1 Describe the environmental impacts of tourism in developing countries and emerging destinations

- a. The relationship between tourism and the environment
 - The scope and meaning of the term 'environment' in tourism
 - The importance of the environment in tourism
 - Dynamics of the tourism environment: the interconnection between resources, destinations, stakeholders, and the visitor experience
 - Environmental carrying capacity, Ecological carrying capacity and Perceptual carrying capacity
 - Tourism and its impact on the environment in the Commonwealth Caribbean
- b. Major environmental impacts of tourism;
 - Negative environmental impacts of tourism
 - Positive environmental impacts of tourism
 - Global environmental change associated with tourism

4.2 Examine techniques used to measure impacts of tourism on the environment

- a. Environmental impact assessments
 - Approaches to assessing the environmental impacts of tourism
 - Challenges for conducting EIAs
- b. Case studies on the environmental impacts of tourism
 - Environmental impact of tourism in developing countries
 - Case Study: Jamaica
 - Environmental impact of tourism in developed countries
 - Case study: Akaroa, New Zealand

Unit 5: Managing Tourism Impacts

- 5.1** Understand the dynamics of managing tourism impacts
- The importance of planning for tourist management
 - The need for tourism impacts monitoring
 - Issues and conflicts associated with managing tourism and visitors
 - Management, stewardship, and corporate social responsibility
- 5.2** Propose strategic management solutions that reduce the negative impacts and increase the benefits of tourism
- Approaches to establishing and managing visitor impacts and activities
 - Key concepts and new methodologies for managing impact: carrying capacity, limits of acceptable change (LAC), visitor impact management (VIM), the tourist area life cycle (TALC), etc.
 - International examples of good practice in managing tourism impacts

Unit 6: Tourism Impact Field Studies

- 6.1** Observe the impacts of tourism in specific areas
- 6.2** Compare and contrast the types and level of tourism impacts of the tourist sites visited

Description

This is comprised of compulsory field trips between weeks three and four of the instructional period to three identified tourist sites in the country.

Required Texts, Publications and Articles

Lincoln University, New Zealand. (2003). Environmental impacts of tourism in Akaroa.

<http://www.lincoln.ac.nz/About-Lincoln-University/outreach/Geography/tourism-impacts/Environmental-impacts-of-tourism-in-Akaroa/>

Mason, P. (2008). *Tourism Impacts, Planning and Management* (Second Edition). ISBN: 978-0-7506-8492-7

USAID|JAMAICA: Environmental Audits for Sustainable Tourism (EAST) Project

http://pdf.usaid.gov/pdf_docs/PDACH399.pdf

WTTC Travel & Tourism Economic Impact 2014 St. Lucia

http://www.wttc.org/site_media/uploads/downloads/st_lucia2014.pdf

WTTC Travel & Tourism Economic Impact 2014 France

http://www.wttc.org/site_media/uploads/downloads/france2014.pdf

WTTC Benchmarking Travel & Tourism in France 2012

http://www.wttc.org/site_media/uploads/downloads/WTTC_Sectors_-_France.pdf

Teo, P. (1994). Assessing socio-cultural impacts: the case of Singapore. *Tourism Management* 15 (2):126-136.

Terrero, L. (2014). Social Impacts of tourism in Brazil. *Global Sustainable Tourism Review (GSTR)*.

GLOBAL TOURISM IMPACTS

NOTES FOR TUTORS - STUDENT REFLECTIONS AND DISCUSSION

Unit 1: An Introduction to Global Tourism Impacts

1. Where does the main tourism activity take place in your country? (rural, coastal, urban area)
2. What is the scale of tourism?
3. Who are the tourists? (domestic, regional, international)
4. What type of activities do tourists engage in? How do their activities affect the country's resources?
5. Is there a 'tourist season' in your country? When is it?

Unit 2: Economic Impacts of Tourism

1. What are the positive and negative economic impacts of tourism in your country or a specific community you know well?
2. Is tourism economically beneficial to the Caribbean? What are the economic impacts of tourism in our region?
3. Are the economic impacts of tourism in the Caribbean different from those in more Developed countries?

Unit 3: Socio-cultural Impacts of Tourism

Student case studies: Tourism and social impacts (One week to prepare and present)

Each group will put together a tourism case study pertaining to Caribbean destination of their choice. The case study content should reflect the course content. Each group will be assigned **one (1)** specific theme: Tourism and gambling, Sex Tourism, Commoditization of the local culture, and the Demonstration Effect.

The assignment will have two components:

1. A concise case study (2 single spaced pages) on a particular destination
2. Each group will present their case study in class (10 minutes per group).

Unit 4: Environmental Impacts of Tourism

1. Which areas of your country are particularly susceptible to environmental impacts of tourism?
2. What are the major types of environmental impacts of tourism in your country?
3. How do environmental impacts on popular Caribbean Islands vary from those on European destinations?

Unit 5: Managing Tourism Impacts

1. Give two examples of how the positive impact of tourism might be maximized.
2. Give two examples of how the negative impact of tourism might be minimized.

Unit 6: Tourism Impacts Field Studies

Prepare a 3000-word report assessing the tourism impacts of **two (2)** of the sites visited.

1. Analyze the tourism impacts on each site based in the indicators taught in this course: Economic, Socio-cultural, and Environmental
2. In your discussion indicate clearly the positive and negative tourism impacts and explain what factors contribute to the existing situation
3. What would you do to maximize the positive tourism impacts and minimize the negative impacts for **each of the sites** you visited?

Course Title: APPLIED INFORMATION TECHNOLOGY

Prerequisite: None

Credits: 3

Overview

This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

General Objectives

This course is designed to:

- 1 sensitize the student to the concept of “information”, its meaning, application and function
- 2 give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
- 3 give the student hands on experience to the operation of various aspects of a property management system
- 4 sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Learning Objectives

Upon successful completion of this course, the learner will:

- 1 sensitize the student to the concept of “information”, its meaning, application and function
- 2 give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
- 3 give the student hands on experience to the operation of various aspects of a property management system
- 4 sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Topics

1.0 Computer Hardware

Objectives

Upon completion of the topic the student will be able to:

- 1.1 describe the various components of computer hardware;
- 1.2 list functions of the various categories of devices;
- 1.3 explain how the CPU functions;
- 1.4 explain the uses of primary and secondary storage;
- 1.5 list various types of input and output devices;
- 1.6 describe the various types of storage media;
- 1.7 define various measurements used in the computer field – bits, byte, kilobyte, megabyte, gigabyte, hertz, megahertz, gigahertz

Content

- Computer hardware
- The functions of categories of devices
- The functions of the CPU
- Uses of primary and secondary storage
- Input and output devices
- Storage of information
- Measurements in the computer field

2.0 Computer Software

Objectives

Upon completion of the topic the student will be able to:

- 2.1 explain what is a computer program;
- 2.2 explain what is meant by software;
- 2.3 distinguish between system and application software;
- 2.4 explain how the operating system functions;
- 2.5 explain the need for generalized and specialized software;
- 2.6 list some specialized software, their usefulness and limitations;
- 2.7 format CDs, copy and backup files;
- 2.8 install a software package which is to be used to aid instruction.
- 2.9 list the essential commands of the software;

- 2.10 list some specialized software, their usefulness and limitations;
- 2.11 explain the purpose of the software;
- 2.12 explain how the software is executed;
- 2.13 explain the usefulness of the software;
- 2.14 explain the limitations of the software.
- 2.15 carry out the varied functions of file management
- 2.16 create and retrieve needed information with the appropriate software packages;
- 2.17 competently use a Microsoft Windows Operating system

Content

- Definition of computer programs
- Systems and application software
- The function of the operating system
- The uses of generalized and specialized software
- Formatting CDs
- File management
- The installation and purpose of software packages used for instruction
- The usefulness and limitations of this software

3.0 Representation of Data

Objectives

Upon completion of the topic the student will be able to:

- 3.1 define byte, field, record, file;
- 3.2 explain sequential and random access of a file;
- 3.3 explain how data is stored on media;
- 3.4 explain the term “word”;
- 3.5 convert decimal numbers to binary and hexadecimal.

Content

- Definition of “byte”, “field”, “record” and “file”
- Definition of “word”
- Accessing a file
- Storage of information
- Storage media
- Binary and Hexadecimal numbers

4.0 Operating Systems

Objectives

Upon completion of the topic the student will be able to:

- 4.1 boot up a computer from hard drive or CD drive;
- 4.2 format CD;
- 4.3 save and retrieve files;
- 4.4 copy files from one drive to another;
- 4.5 create directories and more files between directories;
- 4.6 manipulate data in DOS and Windows

Content

- Booting the computer
- Formatting a CD
- Handling files
- Data manipulation using different operating systems

5.0 Database Management

Objectives

Upon completion of the topic the student will be able to:

- 5.1 start up a relational database management program;
- 5.2 create a database;
- 5.3 add and delete records from a database;
- 5.4 sort a database;
- 5.5 display all the records of specified records from the database;
- 5.6 print reports from the database.

Content

- An introduction to a relational database program
- Handling information using a database program

6.0 Spreadsheet Management

Objectives

Upon completion of the topic the student will be able to:

- 6.1 start a spreadsheet program;
- 6.2 use the toolbars and menus;
- 6.3 use the help facility;
- 6.4 create a worksheet;
- 6.5 save and retrieve a spreadsheet file;
- 6.6 manipulate data in a spreadsheet program
- 6.7 explain the data types;
- 6.8 enter text and numbers;
- 6.9 enter formulas and functions;
- 6.10 use the spreadsheet functions;
- 6.11 sort data in the spreadsheet
- 6.12 insert and delete rows and columns;
- 6.13 use the program to create graphs and charts
- 6.14 discuss the possibility of spreadsheet in education;
- 6.15 print spreadsheet information

Content

- Starting and using a spreadsheet program
- Manipulating data in a spreadsheet program
- Identifying data types
- Printing data

7.0 Word Processing and Desktop Publishing

Objectives

Upon completion of the topic the student will be able to:

- 7.1 start a word processing program;
- 7.2 create and edit a document;
- 7.3 insert and delete characters, words, paragraphs and blocks of text;
- 7.4 move and copy blocks of text;
- 7.5 save and retrieve a document;
- 7.6 change the appearance of text;
- 7.7 print a text file;
- 7.8 use a word process to prepare course materials.

Content

- Starting and using a word processing program
- Manipulating data using a word processing program

- Manipulating files using a word processing program
- Printing data
- Preparing course material

8.0 Use of Generalized Software to Create Computer Aided Instruction Applications

Objectives

Upon completion of the topic the student will be able to:

- 8.1 use a database management program to create a knowledge base for a given subject;
- 8.2 develop a structure for a knowledge base for a subject;
- 8.3 update the database;
- 8.4 explain how the database is accessed, and updated by a user;
- 8.5 use the spreadsheet management program to demonstrate graphs and charts;
- 8.6 use the spreadsheet to demonstrate the use of mathematical functions;
- 8.7 use the word processor to develop writing skills;
- 8.8 use the word processor to improve spelling.

Content

- Software used to create computer aided instruction applications
 - Database management program
 - Spreadsheet management
 - Word processing program

9.0 Presentation

Objectives

Upon completion of the topic the student will be able to:

- 9.1 start a presentation program
- 9.2 define presentation software terms
- 9.3 create and edit a presentation
- 9.4 save and retrieve a presentation document
- 9.5 work with various program objects and graphics
- 9.6 various selection methods, and uses of selection techniques
- 9.7 print handouts
- 9.8 competently carry out a presentation using technology

Content

- Presentation programs
- Presentation software terms
- Creating and editing of presentations
- Retrieving presentation documents
- Working with program objects and graphics
- Selection methods and techniques
- Printing handouts
- How to execute a presentation

10.0 Internet

Upon completion of the topic the student will be able to:

- 10.1** define the internet and describe how it works
- 10.2** distinguish between the web and the internet
- 10.3** explain virus alerts
- 10.4** define the terms internet address, URLs, Hostnames
- 10.5** use search engines
- 10.6** use of email and messaging
- 10.7** demonstrate respectful use the internet

Content

- Introduction to the internet
- Overview of the web and the internet
- Virus alerts
- Internet address, URLs, Hostnames
- Search engines
- Email and messaging
- Respectful use of the internet

11.0 Property Management Systems

Objectives

Upon completion of the topic the student will be able to:

- 11.1** Reservations Management
 - demonstrate how to access the electronic Reservation Chart
 - record and verbally state a forecast for a specified period
 - show how to deduce the room availability
 - create an electronic reservation
 - demonstrate imputing the components that guide the system in calculating room pricing

- type of room
- no. of persons
- arrival date
- departure date
- meal plan
- guest type

11.2 Rooms Management

- Demonstrate changing the housekeeping room statuses, for example:
 - VD to VC
 - OD to OC
 - OOO to VR
- Demonstrate how to register a walk-in-guest
- Demonstrate how to retrieve and register guaranteed reservations
- Show how to make room assignments

11.3 Guest Account Management

- Post charges for goods and services daily to:
 - Master folios
 - Non-guest folios
 - Guest folios
- Monitor credit balances, daily
 - Establish credit limits
 - Demonstrate how to complete an employee audit

11.4 General Management

- retrieve and print revenue analysis reports on request
- retrieve and state operating statistics on request
 - Occupancy
 - Nationality, etc
- Maintain guest histories
- Utilize histories to enhance customer service

Content

- Electronically managing:
 - Reservations
 - Housekeeping rooms status
 - Guest accounting
 - General information

12.0 Departmental Interfaces

Objectives

Upon completion of the topic the student will be able to:

12.1 Back Office Interfaces

- Record Account Receivables
- Record Account Payables
- Process time and attendance records
- Process tax withholdings
- Process pay distributions
- Produce a balance sheet
- Produce an Income statement
- Print transactional analysis reports

12.2 Front Office Interfaces

- Compare electronic postings to hard copy totals
- Activate in-room telephone access after electronic registration
- Deactivate in-room telephone access at departure
- Transfer all direct debit bills to city ledger at departure
- Zero out guest bills at departure

Content

- Back office interfaces
- Front office interfaces

Instructional Methodology

Lecture
Demonstrations

Assessment and Evaluation

- Six assessments in the following areas (60%):
 - Introduction to basics
 - File management
 - Word Processing
 - Spread Sheets
 - Presentation
 - Database
- One comprehensive project worth 35%
- Participation – 5%

Recommended Text

Computer Literacy and Information Technology:
How to Make Computers Work for You; RSA;
Heinemann Educational Books

Resources

Tutor Notes
Computer Applications

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: QUALITY CUSTOMER CARE

Prerequisite: None

Credits: 3

- 9 discuss the importance of building winning relationships at work through teamwork
- 10 explain the importance of building customer loyalty
- 11 identify best practices in customer service in the region.

Course Description

This introductory course is designed to sensitize students to the crucial role that quality customer service plays in the success of organizations. The importance of delivering quality customer service consistently will be emphasized. Strategies and techniques designed to maintain and exceed customer expectations and thereby enhance customer value and build customer loyalty will be examined. The role of the service provider and the importance of attitude and professionalism will also be explored.

General Objectives

This course is designed to:

- 1 create an appreciation of the importance of quality customer care for the customer (internal and external), organization and staff
- 2 assist in improving quality customer service techniques
- 3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 Identify the principles of quality customer service
- 2 identify the differences between customers' needs, wants and desires
- 3 explain how attitudes and habits affect service
- 4 demonstrate the art of dealing with difficult customers
- 5 identify what adds value to the customer's experience
- 6 discuss the importance of listening to the customer
- 7 explain the importance of projecting a professional image
- 8 recognize the importance of projecting professionalism on the telephone

Topics

1.0 Principles of Quality Customer Care

Objectives

Upon completion of the topic the student will be able to:

- 1.1 distinguish between traditional customers service and quality customer service
- 1.2 discuss why quality is important
- 1.3 identify the six key elements to quality customer service
- 1.4 explain the meaning of the word "Perception"
- 1.5 identify the major components of good service

Content

- Traditional customers service vs quality customer service
- The importance of quality customer service
- Key elements to quality customer service
- Definition of "Perception"

2.0 Knowing the Customer

Objectives

Upon completion of the topic the student will be able to:

- 2.1 identify what distinguishes a good service company from a mediocre service company
- 2.2 identify the four (4) types of customers
- 2.3 distinguish between internal and external customers
- 2.4 identify the eight (8) fundamental needs of customers
- 2.5 identify five (5) major factors customers use to "RRATE" service quality
- 2.6 identify the eight (8) components of the customer's "Bill of Rights"

Content

- Good service company vs. mediocre service company
- Types of customers
- Internal vs. external customers
- Fundamental needs of customers
- Major factors used to RRATE service quality
- Customers’ “Bill of Rights”

3.0 Attitudes and Habits and Their Effects on Service

Objectives

Upon completion of the topic the student will be able to:

- 3.1 define the word ”attitude”
- 3.2 define the word “habit”
- 3.3 distinguish between positive and negative attitudes
- 3.4 demonstrate the behaviour patterns associated with a positive disposition
- 3.5 demonstrate the behaviour patterns associated with negative disposition
- 3.6 discuss the advantages of a good attitude to:
 - the service provider
 - the customer
 - the organization
- 3.7 identify the messages that a service provider transmits to customers in face-to-face encounters and over-the-phone interactions
- 3.8 identify the six (6) major reasons why some customers do not go back to do business with an organization.

Content

- Definition of “attitude”
- Definition of “habit”
- Positive vs negative attitudes
- Behaviour patterns
- Advantages of a good attitude
- Body language
- Why businesses lose customers

4.0 Dealing with Difficult Customers

Objectives

Upon completion of the topic the student will be able to:

- 4.1 identify the four (4) major reasons why customers get upset
- 4.2 identify the four (4) types of difficult customers
- 4.3 discuss the hierarchy of important outcomes from the service encounter
- 4.4 discuss the conceptual framework of service recovery and fallout
- 4.5 identify strategies to address customer dissatisfaction/service recovery and fallout
- 4.6 demonstrate how to successfully handle customer complaints by using the seven-step (7-step) Customer Complaints Resolution Model

Content

- Dissatisfied customers
- Difficult customers
- The service encounter
- Service recovery and fallout
- Strategies addressing customer dissatisfaction, service recovery and fallout
- Handling customer complaints

5.0 Customer Value

Objectives

Upon completion of the topic the student will be able to:

- 5.1 define the term “customer value”
- 5.2 identify the factors that will enhance customer value
- 5.3 identify the strategies that a company can employ in order to deliver extraordinary customer responsiveness
- 5.4 identify the eight (8) ways service providers can deliver prompt service
- 5.5 identify the eight (8) “Hows” of delivering quality service
- 5.6 identify the ten (10) components of “The House of Service Quality”
- 5.7 identify the six (6) strategies service providers can use to re-programme themselves for effective customer relations.

5.9 identify the eight (8) principles of hospitality

Content

- Customer value
- Enhancing customer value
- Delivering extraordinary customer responsiveness
- Ways to deliver prompt customer service
- How to deliver quality service
- “The House of Service Quality”
- Effective customer relations
- Principles of hospitality

6.0 Mastering the Art of Listening

Objectives

Upon completion of the topic the student will be able to:

- 6.3** distinguish between “listening” and “hearing”
- 6.4** explain why listening to customers is crucial to the delivery of quality customer service
- 6.5** identify the five (5) steps to active listening
- 6.6** identify the strategies for effective listening/active listening

Content

- Listening vs hearing
- The importance of listening to delivering quality customer service
- What is a good listener
- What makes an active listener
- Strategies for effective and active listening

7.0 Projecting a Professional Image

Objectives

Upon completion of the topic the student will be able to:

- 7.1** define the word “professionalism”
- 7.2** define the word “professional”
- 7.3** explain the meaning behind the word P R O F E S S I O N a L
- 7.4** list the eight (8) guidelines to developing professionalism at the workplace
- 7.5** identify the eight (8) ways service providers can deliver prompt service

7.6 identify the six (6) strategies service providers can use to re-programme themselves for effective customer relations

Content

- Definition of “professionalism”
- Definition of “professional”
- The acronym PROFESSIONAL
- Professionalism at work
- Delivering prompt service

8.0 Projecting Professionalism on the Telephone

Objectives

Upon completion of the topic the student will be able to:

- 8.1** explain the importance of projecting professionalism on the phone
- 8.2** explain the importance of positive, service oriented telephone dialogue
- 8.3** effectively use the recognized skills and ideas when interacting with the customers on the phone
- 8.4** explain the basic telephone standards for delivering quality customer service
- 8.5** identify the thirty (30) actions steps for telephone courtesy

Content

- Telephone etiquette
- Positive and service oriented telephone dialogue
- Dealing with customers on the phone
- The role of the telephone in delivering quality customer service
- Steps to telephone courtesy

9.0 Teamwork

Objectives

Upon completion of the topic the student will be able to:

- 9.1** define the word “teamwork”
- 9.2** explain the role of teamwork in building relations
- 9.3** identify the advantages of teamwork

- 9.4 list the disadvantages of poor teamwork
- 9.5 identify the six (6) components of great teamwork
- 9.6 discuss the importance of teamwork in the delivery of customer care

Content

- Definition of “teamwork”
- The role of teamwork in building relations
- Advantages and disadvantages of teamwork
- Components of great teamwork
- The importance of teamwork in the delivery of customer care

10.0 Building Customer Loyalty

Objectives

Upon completion of the topic the student will be able to:

- 10.1 identify the four (4) types of customers
- 10.2 define the term “customer loyalty”
- 10.3 discuss the importance of listening to the customer
- 10.4 discuss the importance of process and procedure (and not just smiles) in delivering quality customer service
- 10.5 explain the impact of “total quality focus” on customer loyalty
- 10.6 explain how proactive approaches to customer contact impact customer loyalty
- 10.7 explain how service guarantees impact customer loyalty

Content

- Types of customers
- Definition of “customer loyalty”
- Total quality focus
- Proactive approaches to customer contact
- How service guarantees impact customer loyalty

11.0 Best Practices in Customer Service – Examples From the Caribbean

Objectives

Upon completion of the topic the student will be able to:

- 11.1 define the term “best practice”
- 11.2 list the limitations of the definitions
- 11.3 list the twenty (20) best practices in customer service throughout the region
- 11.4 list the advantages and limitations of benchmarking best practices

Content

- Definition of “best practice”
- Limitations of “the definition of “best practice”
- “Best practices” in customer services throughout the region
- Advantages and disadvantages of benchmarking “best practices”

Assessment & Evaluation

The final grade for this course is determined as follows:

- In-class participation (group work) - 20%
- Homework Assignment - 20%
- Final examination - 60%

Recommended Text

Quality Customer Care for the Caribbean,
Dr. Ben Henry

Resources

Carl Sewell and Paul B Brown, Customers for Life.
New York: Doubleday Currency, 1990.

J Griffin, Customer Loyalty: How to Earn It, How to Keep It. Jossey-Bass, San Francisco, CA, 1995

B a Gutek, the Dynamics of Service. Reflections on the Changing Nature of Customer/Provider Interactions. Jossey-Bass Publishers, San Francisco, CA, 1995

William Martin, *Quality Customer Service*. Crisp Publications, Menlo Park, CA, 1990

Lloyd Finch, *Telephone Courtesy and Customer Service*, Crisp Publications, Menlo Park, CA, 1990

Journal of Retailing

Journal of Marketing

Journal of Marketing Research

Journal of the Academy of Marketing Science

Journal of Consumer Marketing

Service Industries Journal

International Journal of Service Industry Management

Journal of Professional Services Marketing

Cornell Hotel and Restaurant Administration Quarterly

International Journal of Contemporary Hospitality Management

Irish Marketing Review

Harvard Business Review

Journal of Managerial Issues

Journal of Customer Service

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: SUSTAINABLE TOURISM

Course Code:

Co-requisite:

Prerequisite: None

Duration: 45 Hours

Credits: 3

Course Description

Sustainable Tourism is a course which is delivered online or face-to-face and is designed for students who are presently working in the hospitality and tourism industry or who have an interest in doing so in the near future.

It introduces students to concepts of [Sustainable Development](#) and Sustainable Tourism. In so doing it provides a background to issues leading to the optimum use of natural, cultural, social and financial resources for the development of tourism on an equitable and self-sustaining basis.

It establishes the association between quality of life within a destination and an efficient and effective management of tourism. It also establishes that tourism is a strategic economic choice for many countries and must be managed in an integrated manner.

This Course is based on the premise that many region's overall competitiveness based on the effective management of natural and human resource to result in a sustainable tourism product. It therefore, focuses on issues and solutions to achieve Sustainable Tourism in Small States, and in particular Small Island Developing States, because they have unique issues.

Additionally, it highlights that developed and developing countries approach Sustainable Tourism from different perspectives because of the unique needs of each country and region and stage of development.

With a focus on the working adult, and preparation for lifelong learning, the course design makes use of experiential learning strategies and promotes critical thinking and cooperative learning skills. These are essential tools for decision making in the work place.

Learning Outcomes

Upon completion of this course the student should be able to:

1. Analyse data and apply critical thinking techniques to different types of data (reports, cases, policy, diagrams/figures, photographs, video) and new information on Sustainable Tourism and to assess the optimum use of natural, cultural, social and financial resources needed for the development of tourism of their country.
2. Judge the potential of the resources required for development of tourism on an equitable and self-sustaining basis in your Region.
3. Demonstrate the principles of Sustainable Tourism and promote its value and goals.
4. Demonstrate a willingness to liaise with the private and public sectors to collect data.
5. Work in cooperative environments with their peer groups.

Topics

1.0 Introduction to Sustainable Tourism

Objectives

Upon completion of the topic the student should be able to:

- 1.1. Explain the concepts 'tourism', 'sustainable development' and 'sustainable tourism'.
- 1.2. Explain tourism.
- 1.3. Explain the concept of genesis of sustainable tourism
- 1.4. Understand the genesis of Small Island Development States in relation to Sustainable Development
- 1.5. Examine the benefits of Sustainable Tourism for Small States.
- 1.6. Review the obstacles to Sustainable Tourism for Small States.
- 1.7. Take a position on sustainable tourism for your own country or region. Identify obstacles to sustainable tourism.

Content

- Principles of Sustainable Tourism
- Impact of traditional Tourism
- Partners
- Benefits
- Obstacles

2.0 The Impact of Tourism

Objectives

Upon completion of the topic the student should be able to:

- 2.1. Define and explain physical, economic, socio-cultural, and ecological impacts of tourism.
- 2.2. Identify tourism impacts on the physical, economic, socio-cultural, and ecological systems in their community.
- 2.3. Identify and discuss the socio-cultural and ecological impacts of tourism on a specific community of their choice.
- 2.4. Illustrate attitudes and behaviours that demonstrate support for sustainable tourism goals.

Content

- Perceptual Impact
- Physical Impact
- Economic Impact
- Socio-cultural Impact
- Ecological Impact
- EIA

3.0 Carrying Capacity as a Management Tool

Objectives

Upon completion of the topic the student should be able to:

- 3.1. Summarize different types of data on capacity and saturation overload (reports, interviews, cases, policy, diagrams /figures, audio) to create a presentation on the topic.

- 3.2. Collect independent research on the topic.
- 3.3. Analyze content on carrying capacity and saturation overload to invent a case study to judge the potential for development of tourism on an equitable and self-sustaining basis in a Caribbean environment.
- 3.4. Apply personal experiences to their learning activities and creation of a cooperative group project.
- 3.5. Demonstrate valuing attitudes that promote Sustainable Tourism goals.
- 3.6. Rate the cooperative skills of peers in a cooperative learning environment to produce a common output.
- 3.7. Demonstrate willingness to share ideas and engage in reflective practice.
- 3.8. Demonstrate accurate management of time to complete a group task.

Content

- Carrying Capacity
- Classification of “carrying capacity”
- Saturation overload

4.0 Scope of Sustainable Tourism

Objectives

Upon completion of the topic the student should be able to:

- 4.1. Discuss the importance of managing resources to influence social economic and aesthetic needs in communities.
- 4.2. Interpret sustainable development reports, such as those produced by the United Nations and its various agencies.
- 4.3. Demonstrate willingness to participate in discussion and share ideas, and engage in reflective practice.
- 4.4. Conduct independent research on one local organization in your destination.

4.5. Evaluate the influence of Sustainable Tourism on a specific organization impacted by tourism issues.

4.6. Demonstrate in the evaluative positions put forward, valuing attitudes that promote sustainable tourism goals.

Content

- Resources
- The Human Settlement Report
- The Brundtland Report
- Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development
- Influences of sustainable tourism

Instruction Format

The course will take the form of lectures, case studies, audiovisual presentations and field trips to entities that demonstrate the principles of sustainable tourism.

Assessment and Evaluation

- One (1) in-class group presentation worth 20% (5% for the oral presentation and 15% for the written report)
- A mid-semester test on the first quarter of the course content – 15%. The questions are in the multiple choice, true or false and short-answer formats.
- A final exam on the remaining three-quarters of the course content – Students are given three out of six questions to answer.

Recommended Text and Resources

Atherton, T. (1993). *Measuring Sustainable Tourism Development: Problems and Achievements*, in *WTORound Table on Planning for Sustainable Tourism Development 10th General Assembly*. Bali, Indonesia: World Tourism Organization. September 30 - October 9, 1993.

Butler, R.W. "The concept of a tourist area cycle of evolution: implications for the management of resources". *Canadian Geographer*, 24, 5 - 12, 1980.

Bramwell, B, Henry, I., Jackson, G., Prat, A.G., Richards, G. and van der Straaten, J. (Eds).

(1996). *Sustainable Tourism Management: Principles and Practice*. Tilburg, Netherlands: Tilburg University Press.

Bramwell, B. & Lane, B. (1993). Interpretation and Sustainable Tourism: The Potential and the Pitfalls. *Journal of Sustainable Development*, 1 (2) 71 - 80.

Clayton, A. (2002). "Strategies for Sustainable Tourism Development: The Role of the Concept of Carrying Capacity". *Social and Economic Studies*, Vol.51, No.1, University of the West Indies, March 2002. Cohen, E. (1978). "The Impact of Tourism on the Physical Environment" in *Annals of Tourism Research*, 5(2) 215 - 237, 1978.

Conlin, M.V. and Baum, T. (1995). "Island Tourism: An introduction", in *Island Tourism: Management Principles and Practice*, M.V. Conlin and T. Baum (eds.) p.3 - 13. Chichester, U.K: John Wiley & Sons, Inc.

Cooper, C., Fletcher, J., Gilbert, D., Wanhill, S., & Shepherd, R. (1999). *Tourism Principles and Practice*. Essex: Longman

Crick, Anne P. No Plantation Work here. Academia.edu.

Curry, S. (1992). Economic Adjustment Policies and the Hotel Sector in Jamaica in Johnson, P. & Thomas, B. (Eds.) *Perspectives on Tourism Policy*. London: Mansell.

deAlbuquerque, K., and McElroy, J.(1990). Caribbean Small Island Tourism Styles and Sustainable Strategies. *Environmental Management* 16 (5) 610- 616.

Deen, Thalif. "UN Braces for New Breed of Refugees." Inter Press Service. May 23, 2007.

Doxey, G.V. *When enough's enough: the natives are restless in old Niagara*, Heritage Canada, 2(2), 26 - 27, 1976.

Earth Summit '92, (1992). The United Nations Conference on Environment and Development. Rio de Janeiro, New York: United Nations.

Evanson, H. (2008). *Weekend Nation*, Nation Publishing Co., St. Michael, Barbados, p.21, Friday, November 14, 2008.

Farrell, B. and Runyan, D. (1991). Ecology and Tourism, *Annals of Tourism Research*, 18, 26 - 40, 1991.

- Gartner, W.C. (1996). *Tourism Development, Principles, Processes and Policies*. New York: John Wiley & Sons.
- GLOBE 90 (1990). *Action Strategy for Sustainable Tourism Development*. Vancouver, British Columbia: GLOBE.
- Hayle, Carolyn. (2007). Framework for Sustainable Tourism in the Caribbean. Doctoral Thesis, University of the West Indies, Mona, Jamaica.
- Hayle, Carolyn. 2006. Building Resilience for Tourism in SIDS. Nassau, Bahamas.
- Hayle, Carolyn. 2004. The Role of Community Tourism in National Development. Montego Bay, Jamaica.
- Hayle, Carolyn and Ramjeesingh, Diaram, Wright, Allan. *Tourism Resilience 2011*.
- Holder, J.S. (1988). Patterns and Impact of Tourism on the Environment in the Caribbean, *Tourism Management*, 9(2) 119 - 127, 1988.
- Hunter, C., and Green, H.(1995). *Tourism and the Environment: A Sustainable Relationship?* London/New York: Routledge.
- Inskeep, E. (1987). Environmental Planning for Tourism. *Annals of Tourism Research*, 14(1) 118 - 135, 1987.
- Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. Van Nostrand Reinhold: New York.
- Lippman, G. The World Travel and Tourism Council. Agenda 21 for the Travel and Tourism Industry: Towards Environmentally [Sustainable Development](#). 1995.
- Lickorish, Leonard J (1997). *An Introduction to Tourism*. Burlington, UK: Butterworth-Heinemann.
- kreag, g. The Impact of Tourism. University of Minnesota.
- Mathieson, A. & Wall, G. (1993). *Tourism: Economic, physical and social impacts*, Essex: Longman.
- Organization of Eastern Caribbean States, Natural Resources Management Unit, An Integrated Approach to Development Planning in the OECS Member States. Toward a Paradigm Shift. Castries, St. Lucia, 1998.
- Owen, E. R., Witt, S. F., & Gammon, S. (1993). Sustainable Tourism Development in Wales: From Theory to Practice. *Tourism Management*, 463- 474.
- Profiling Economic Capacity <http://www.joe.org/joe/2004august/a2.shtml>
- Russell, D., Martin, A. and Wrenford, F. (1996). Striving for Sustainability and Financial Self-Sufficiency: Nelson's Dockyard National Park, Antigua in *Practicing Responsible Tourism: International Case Studies in Tourism Planning, Policy and Development*, edited by Lynn C. Harrison and Winston Husbands, p. 216 - 237. Inc., New York: John Wiley & Sons.
- Sharpley, David and Telfer, R. *Tourism and Development. Concepts and Issues*. (2002)
- Sharpley, David and Telfer, R, *Tourism and Development. Concepts and Issues*. (2nd Edition), Nov. 2014.
- Stonich, S.C., Sorensen, J.H., and Hundt, A. Ethnicity, class and gender in tourism development: The case of the Bay Islands, *Journal of Sustainable Tourism*, 3(1) 1 - 28, London, 1995.
- Swarbrooke, J. (1999). *Sustainable Tourism Management*, Oxon: CABI Publishing.
- United Nations, Earth Summit: Program of Action for small Island States. *Global Conference on the Sustainable Development of Small Island Developing States*. Bridgetown, Barbados, April 26 - May 6, 1994.
- United States Agency for International Development. (1994). *Sustainable Development Strategies*. New York: United States Agency for International Development. *Weekend Nation, Nation Publishing Company*, p.31, Friday, November 14, 2008. St. Michael, Barbados.
- van Houts, D. A (1992). "Comprehensive Approach of a Quality Tourism Product: The Bermuda Case" *The Tourist Review*, 1, 12 - 19, London.
- Vellas, F. and Becherel, L. (1995). *The tourism multiplier*, International Tourism, Macmillan Business: London.
- World Commission on Environment and Development, Our Common Future*
- World Tourism Organization (1983). *Risks of Saturation or Tourist Carrying Capacity Overload in*

Holiday Destinations. Madrid: World Tourism Organization,

World Tourism Organization (1993). *Sustainable Tourism Development: Guide for Local Planners*. Madrid: World Tourism Organization.

World Tourism Organization (1994). *National and Regional Tourism Planning: Methodologies and Case Studies*. London: Routledge.

World Tourism Organization (2001). *Guide for Local Authorities on Developing Sustainable Tourism*. Egraf S. A., Madrid: A Tourism and Environment Publication.

Wyer, J. (1988). *The U.K. and Third World Tourism*. Kent: Ten Publication.

On-line Resources:

Caribbean Tourism Organization (CTO)'s Sustainable Tourism Development Programme's international and regional website links:
www.onecaribbean.org/information/categorybrowse.php?categoryid=220

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: TOURISM PRODUCT DEVELOPMENT

Prerequisite:

Credits: 4

Course Description

This course is designed to explore how the land and sea-based tourism product is developed, enhanced and maintained. Instruments used in the development of the tourism product will be examined.

General Objectives

This course is designed to enable students to:

- 1 conceptualize an overall strategy for the product development process;
- 2 focus on the inter-relationships in the planning of product development and related activities;
- 3 examine the importance of communities in the product development process;
- 4 analyze the significance of marketing, promotional, investment activities, and the human resource function in the overall strategic process for product development.
- 5 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

This course is designed to enable students to:

- 1 define the tourism product
- 2 describe the product development process;
- 3 explain the inter-relationships in planning and development of the product
- 4 examine the importance of community participation in the product development process
- 5 analyze the significance of marketing, promotional, investment activities and the human resource function in the overall strategic process for product development.

Topics

1.0 Development of Policies and Strategies

Objectives

Upon completion of the topic the student will be able to:

- 1.1 assess the state of national tourism;
- 1.2 review and critique policies and strategies for proposed product developments;
- 1.3 review national tourism strategies for sustained product enhancement.

Content

- Definition of the product
- Product Development Process
- Planning and Development of the Product
- National Tourism
- Product enhancement

2.0 Sources of Demand

Objectives

Upon completion of the topic the student will be able to:

- 2.1 identify niche markets and products.
- 2.2 identify marketing opportunities for niche markets
- 2.3 assess linkages with other sectors
- 2.4 identify expected tourism developments

Content

- Niche Markets and Products
- Linkages
- Forecasting

3.0 Development Plans

Objectives

Upon completion of the topic the student will be able to:

- 3.1 identify tourism development areas
- 3.2 identify infrastructure needs
- 3.3 review and discuss coordination of proposals for tourism sub-sectors

3.4 review and critique product development plans

Content

- Tourism Development areas
- Infrastructure
- Tourism Sub-Sectors

4.0 Action Programme

Objectives

Upon completion of the topic the student will be able to:

- 4.1** evaluate proposed tourism projects;
- 4.2** develop an action programme for the development of tourism product
 - liaise with appropriate government agencies;
 - develop terms of reference.
 - integrate an action programme.
 - examine regulations and control issues
 - identify standards and research
 - discuss marketing issues
 - discuss human resource factors
 - plan a basic public awareness programme

Content

- Action Programme
- Evaluation
- Government Agencies
- Regulation and Control issues
- Standards
- Market issues
- Human Resource factors
- Public awareness

Instruction Format

Lectures, case studies, student presentations and field trips will be utilized to assist students in grasping the concepts related to the course of study.

Assessment and Evaluation

- One (1) in-class group presentation worth 20% (5% for the oral presentation and 15% for the written report)
- A mid-semester test on the first quarter of the course content – 20%. The questions are in the multiple choice, true or false and short-answer formats.
- A final exam on the remaining three-quarters of the course content – students are given three out of six questions to answer worth 60% of the final mark.

Recommended Texts and Resources

Edward Inskoop, *Tourism Planning, an Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York, 1993

Roger Doswell, *Tourism, How Effective Management Makes the Difference*, Butterworth-Heinemann, Oxford

Cooper et al, *Tourism Principles and Practice*, Longman, Essex

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: MARKETING 1

Prerequisite:

Credits: 3

Overview

This introductory course exposes the student to the basic principles and practices of marketing. Marketing strategies will be examined along with marketing concepts and their application to the industry.

General Objectives

This course is designed to:

- 1 expose the students to the role of marketing and its core concepts
- 2 assist the students to define the concept of positioning for competitive advantage
- 3 illustrate the organizational buying process
- 4 outline how companies can be proactive rather than reactive when responding to environmental trends

Learning Outcomes

On completion of the module, the student will be able to:

- 1 explain the importance of marketing’s strategic importance and its relevance throughout various types of organizations.
- 2 describe the impact of the marketing environment on marketing strategy.
- 3 explain the key approaches to understanding customers and their behaviour.
- 4 provide alternative approaches to segmenting a market.
- 5 describe the key considerations to be taken into account when determining the marketing mix and identify the interrelationship of the different elements.
- 6 apply marketing theory to a variety of industries and markets.

Topics

1.0 Marketing Concepts

Objectives

Upon completion of the topic the student will be able to:

- 1.1 define the terms “marketing”, “marketing orientation”, “marketing concept” and “market”.
- 1.2 identify the elements of the marketing mix
- 1.3 identify and describe the main factors, which affect marketing decisions.

Content

- Marketing Definition
- Hospitality Marketing
- Marketing Concept & Marketing Orientation
- Demand Management
- Marketing Environments

2.0 Marketing Research

Objectives

Upon completion of the topic the student will be able to:

- 2.1 define marketing research
- 2.2 describe the main factors in research procedure
- 2.3 distinguish between primary and secondary data
- 2.4 distinguish between reactive and non-reactive methods of data collection.

Content

- Market & Marketing Research
- Research motives
- Marketing Research Industry
- Research procedures
- Analysis of information needs and funding information
- Collecting information

3.0 Consumer Behaviour

Objective

Upon completion of the topic the student will be able to:

- 3.1** discriminate between complex buying behaviour, variety seeking buying behaviour and dissonance reducing buying behaviour and inertia.

Content

- Structure of Knowledge about Consumer Behaviour
- Key Concepts in Consumer Behaviour
- Personal Characteristics, Social Influence & Culture in Consumer Behaviour
- Models of Consumer Behaviour

4.0 Identifying Target Markets

Objective

Upon completion of the topic the student will be able to:

- 4.1** differentiate between market targeting and market segmentation.

Content

- Segmentation Analysis

5.0 Planning Marketing Strategy

Objectives

Upon completion of the topic the student will be able to:

- 5.1** identify the main benefits of planning
5.2 distinguish between direct and indirect methods of sales forecasting

Content

- Planning and the Objectives
- Forecasting
- Internal & External Audits
- Determining Constraints and Profit Gaps
- Production of Strategies, Policies and Plans

- People in Planning

6.0 Creating Marketing Strategy

Objectives

Upon completion of the topic the student will be able to:

- 6.1** define the terms: “strategy”, “policy tactics”, “marketing strategy”,
6.2 identify key components of marketing strategy
6.3 write marketing objectives
6.4 identify new approaches to marketing

Content

- Strategy, Policy and Tactics
- Marketing Strategy and corporate objectives
- Selecting strategic business limits
- Writing Marketing Objectives
- The Strategic Marketing Mix
- Implementation, control and organization
- New approaches to Marketing
 - e-marketing
 - direct marketing

7.0 The Product

Objectives

Upon completion of the topic the student will be able to:

- 7.1** define the terms “product”, “product mix” and “product life cycle”
7.2 identify the major product decision
7.3 classify and identify the main components of the tourism/hospitality product

Content

- Definition
- Product Classification
- Product Life Cycle

8.0 Principles of Pricing

Objectives

Upon completion of the topic the student will be able to:

- 8.1 distinguish between “price”, “worth” and “value”
- 8.2 identify the main influences upon the pricing decision
- 8.3 explain the importance of cost in pricing.

Content

- Nature of price
- Influences on pricing decision making
- Pricing strategies

9.0 Principles of Distribution and Channel Management

Objectives

Upon completion of the topic the student will be able to:

- 9.1 identify the important function of channels of distribution
- 9.2 explain the scope of distribution
- 9.3 explain the differences between conventional and vertical marketing systems

Content

- Scope of Distribution
- Channel Functions and Flows
- Channel Members
- Organizational Patterns in Hospitality Marketing Channel
- Channel Planning

10.0 Principles of Promotion

Objectives

Upon completion of the topic the student will be able to:

- 10.1 explain the main function of promotion
- 10.2 define the components of the promotion mix
- 10.3 identify the factors that influence the size of the promotion budget

Content

- Role and Nature of Promotion
- Promotion Mix
- Communication Problems and Theory
- Budgeting the Promotional activities

11.0 Packaging

Objectives

Upon completion of the topic the student will be able to:

- 11.1 define the term “packaging”
- 11.2 discuss methods of packaging

Content

- Role and Nature of Packaging

Assessment and Evaluation

The final grade for this course is determined as follows:

- Participation - 5%
- Team Project - 15%
- Mid-semester test - 20%
- Major Marketing Report and Presentation - 60%

Recommended Texts and Resources

Principles of Marketing, 10th Edition. Kotler and Armstrong.

Marketing Strategy, 6th Edition 2012, O C Ferrell & M D Hartline; published by Cengage Learning

Marketing: An Introduction, 11th Edition 2012, G Armstrong & P Kotler; published by Prentice Hall

Introduction to Marketing: Theory and Practice, 3rd Edition 2012, A Palmer; published by Oxford

Marketing Today, David Rackman.

Videos

https://www.youtube.com/watch?v=KkBvzS_fJ2g

<https://www.youtube.com/watch?v=3T-UWyjieI>

<https://www.youtube.com/watch?v=tcUBtnFxLIA>

<https://www.youtube.com/watch?v=JKIAOZZritk>

<https://www.youtube.com/watch?v=i1xz5Kv-7VY>

Case Studies

<http://www.icmrindia.org/casestudies/catalogue/Marketing/Marketing%20Research%20at%20P&G.htm>

<http://www.icmrindia.org/e-books/e-Books%20Marketing.htm>

Sample Materials

<http://www.managementparadise.com/sayed123/documents/16213/swot-analysis-of-kenneth-cole/> -
SWOT Analysis of Kenneth Cole

Attendance

Students are encouraged to attend all class sessions, as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Course Title: TOUR PACKAGING & GUIDING

Prerequisite:

Credits: 4

Course Description

This course provides students with the basic skills required for developing, selling and executing inbound and outbound package tours. Special emphasis will be placed on knowing the product and the guest. In addition, the intention is to develop and adapt presentation skills so as to stimulate guests interest and enhance their comfort and enjoyment.

General Objectives

- 1 To examine the components of a Package Tour
- 2 To assess the importance of Specialty Travel Markets
- 3 To explain how Market Research is used to develop Package Tours
- 4 To practice market planning, product pricing and costing methods for packaging tours and promotion of same
- 5 To learn tour guiding: public speaking; tour commentary and delivery; and social and leadership skills.

Learning Outcomes

This course is designed to enable students to:

- 1 Identify the components of a Package Tour
- 2 Explain and appreciate the importance of Specialty Travel Markets
- 3 Use Market Research is to develop Package Tours
- 4 Practice market planning, product pricing and costing methods for packaging tours and promotion of same
- 5 Apply tour guiding: public speaking; tour commentary and delivery; and social and leadership skills.

Topics

1.0 An Introduction

Objectives

Upon completion of the topic the student will be able to:

- 1.1 describe historical background and the origin of the Package Tour.
- 1.2 identify elements of a Package Tour and explain benefits for travelers
- 1.3 distinguish between an international tour and a domestic excursion
- 1.4 recognize the difference between a site attraction and an event attraction

Content

- The Origin of Package Tours
- Components of a Package Tour
- Benefits of a Package Tour

2.0 Market Research and Planning

Objectives

Upon completion of the topic the student will be able to:

- 2.1 design a Research Plan for Tour Operation
- 2.2 conduct Market Research using appropriate survey type to measure tourist patterns
- 2.3 analyze and interpret the data collected to provide useful information for the Tour Operation

Content

- How to determine who the customers are and what they want
- Tour Pricing
- Management and Customer Service Issues

3.0 Specialty Travel Markets

Objectives

Upon completion of the topic the student will be able to:

- 3.1 assess the needs and expectations of Specialty

- Travel Markets
- 3.2** describe activities which appeal to each of Heritage, Eco, Adventure Tourists and other niche markets and understand stimulants for each tourist profile

Content

- Heritage Tourism
- Eco Tourism
- Adventure Tourism
- Other niche markets

4.0 Packaging and Promotion

Objectives

Upon completion of the topic the student will be able to:

- 4.1** define the role of the Tour Operator and distinguish between a Tour Operator and a Travel Agent
- 4.2** identify the elements of a successful package and provide such using value added services
- 4.3** apply cost based pricing to the development of a Package Tour
- 4.4** practice best Management & Customer Service Principles in the operation of a Tour Company
- 4.5** describe the role of the brochure as a marketing tool. Provide information for brochure production and distribution
- 4.6** use Internet Travel Advertising, Media and Promotion Networks to augment marketing efforts

Content

- Elements of a successful package
- The Tour Brochure
- Advertising, Media & Promotion Networks

5.0 Tour Guiding

Objectives

Upon completion of the topic the student will be able to:

- 5.1** practice major principles of tour guiding: public speaking; interpretation; tour

commentary research and delivery; and social and leadership skills.

Content

- The Role of the Tour Guide
- Skills assessment and practice: presentation, commentary, interpersonal and leadership skills

Instructional Format

The course will take the form of lectures, interactive discussions and role playing exercises. Local Tour Operators and Travel Agents will be invited to impart knowledge and share experiences.

Assessment and Evaluation

Students will be assessed on class participation, and course work. In addition students will undertake a major Project specifically aimed at practicing and applying Tour Operation and Tour Guiding skills learnt throughout the duration of the course.

Recommended Text and Resources

Braidwood, Barbara; Boyce, Susan & Cropp, Richard (2000). Start and Run a Profitable Tour Guiding Business (2nd ed.). Self Counsel Business Series

Collins, Verite R. (2000). Becoming a Tour Guide: The Principles of Guiding and Site Interpretation. Blackwell North America, Inc.

Local and International Maps

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

COURSE: INTRODUCTION TO ENTREPRENEURSHIP

CODE

Credit Value: 3 Credits

Prerequisite: none

Course Description

The course will introduce future entrepreneurs to the concepts and principles of entrepreneurship. Students will be provided with an overview of the roles of entrepreneurs in the local business environment. The impact of entrepreneurship on the national economy will also be examined.

Learning Outcomes

Upon completion of this course, future entrepreneurs will be able to:

1. Recognize individual entrepreneurial potential.
2. Describe the role of entrepreneurship within society.
3. Discuss the impact of entrepreneurship on the individual, the family and the local community.
4. Explain the process and nature of entrepreneurship.
5. Identify and assess potential business opportunities.
6. Discuss the importance of innovation and creativity in entrepreneurship

Topics

1.0. Nature of Entrepreneurship & Characteristics of an Entrepreneur

Objectives

Upon completion of the topic the student should be able to:

- 1.1. Define the terms entrepreneur and entrepreneurship

- 1.2. Describe the importance of the development of small business in a nation's economy
- 1.3. Discuss the causes of small business failure and how it can be avoided

Content

- Overview of entrepreneurship

2.0. The benefits and potential drawbacks of Entrepreneurship

Objectives

Upon completion of the topic the student should be able to:

- 2.1. Discuss methods that can be used by a small business to build competitive advantage in the market
- 2.2. Write a Mission Statement
- 2.3. Define the term SWOT analysis and discuss the variety of methods used in preparing a SWOT analysis
- 2.4. Create meaningful goals and objectives

Content

- How to build a competitive advantage in the market
- Preparation of a Mission Statement
- The preparation of SWOT analysis

3.0. The diversity of entrepreneurship

Objectives

Upon completion of the topic the student should be able to:

- 3.1. Define the terms sole proprietorship, partnership and corporation
- 3.2. Distinguish between the limited liability company, the professional corporation and the joint venture
- 3.3. Define the term franchise

3.4. Differentiate between the three types of franchising – trade name, pure and product distribution

3.5. Discuss the legal aspects of franchising

Content

- Types of small businesses
- Types of companies
- An overview of franchising

4.0. Barriers to creativity

Objectives

Upon completion of the topic the student should be able to:

- 4.1.** Explain the process of evaluating an existing business
- 4.2.** Describe the various methods of determining the value of a business
- 4.3.** Outline how the negotiation process works and identify the factors that affect the negotiation process

Content

- How to evaluate an existing business
- Methods of determining the value of a business
- The negotiation process

5.0. Feasibility Studies

Objectives

Upon completion of the topic the student will be able to:

- 5.1** Identify the components of a needs analysis
- 5.2** Discuss general market characteristics
- 5.3** Identify the components of a site evaluation
- 5.4** Explain the concept of supply and demand
- 5.5** Discuss characteristics of capital investment
- 5.6** Identify various financing methods

Content

- Needs analysis
- General market characteristics
- Site evaluation
- Supply and demand analysis
- Capital investment
- Financing methods

6.0. Budgeting

Objectives

Upon completion of the topic the student will be able to:

- 6.1** Discuss the budget cycle
- 6.2** Identify the long vs. Short term budget
- 6.3** Explain an operating budget
- 6.4** Explain a fixed budget

Content

- Cycle
- Long term/short term
- Operating budget
- Fixed budget

7.0. How to enhance creativity

Objectives

Upon completion of the topic the student should be able to:

- 7.2** Define the terms marketing plan , market research, target market, marketing mix, competitive edge, marketing strategies
- 7.3** Describe the advantages of using social media in the marketing process
- 7.4** Differentiate between the terms promotion, publicity, merchandising and advertising
- 7.5** Outline the stages of preparing an advertising plan
- 7.6** Develop an advertising budget

7.7 Discuss the different pricing methods that can be used for introducing new goods and services or existing goods and services

2. Short-Answer Questions	20%
Entrepreneurship Audit	20%
Final Exam	60%

Content

- The Marketing Process
- The Marketing Plan
- The Advertising Plan
- Pricing Methods for goods and services

8.0. The importance of a Business Plan

Objectives

Upon completion of the topic the student should be able to:

- 8.1 Stress the importance of the preparation of a dynamic Business Plan
- 8.2 Discuss the key components of a Business Plan

Content

- The preparation of a Business Plan

Instructional Format:

- Lectures
- Field Trips
- Group Assignments

1. **ENTREPRENEURSHIP AUDIT:** Students will choose an entrepreneur in their community and interview him or her on their experience as an entrepreneur. A written report summarizing the interview and the student’s analysis and recommendations will be submitted. The report should include entrepreneurial profile assessment, benefits and drawbacks experienced by the entrepreneur, description of the entrepreneur’s business, strategies for competitive advantage, and the student’s evaluation and recommendations.