Bachelor of Arts in Tourism and Hospitality Management , B.A. THM

Semester 1

Module Name	Module Code	Teaching Hours	Credits
Introduction to Tourism and Hospitality Management	THM101	45	3
Principles of Hospitality Operations	THM102	60	4
Tourism Geography and Culture	THM103	45	3
Basics of Customer Service in Hospitality	THM104	45	3
Business Communication Skills	THM105	30 (Lab)	2
Introduction to Business Management	THM106	30	2

Semester 2

Module Name	Module Code	Teaching Hours	Credits
Hotel and Resort Management	THM201	45	3
Food and Beverage Management	THM202	60	4
Tourism Planning and Development	THM203	45	3
Front Office Operations	THM204	45	3
Marketing in Tourism and Hospitality	THM205	45	3
Financial Accounting for Hospitality	THM206	45 (Lab)	2

Semester 3

Module Name	Module Code	Teaching Hours	Credits
Event Management in Tourism and Hospitality	THM301	45	3
Cultural Heritage Tourism	THM302	60	4
Sustainable Tourism Practices	THM303	45	3
Human Resource Management in Hospitality	THM304	45	3
Entrepreneurship in Tourism and Hospitality	THM305	45	3
Research Methods in Tourism and Hospitality	THM306	45 (Lab)	2

Semester 4

Module Name	Module Code	Teaching Hours	Credits
Destination Management	THM401	45	3
Hotel and Restaurant Marketing	THM402	60	4
Tourism Economics and Policy	THM403	45	3
Revenue Management in Hospitality	THM404	45	3
Legal Issues in Tourism and Hospitality	THM405	45	3
Internship in Tourism and Hospitality	THM406	-	6

Semester 5

Module Name	Module Code	Teaching Hours	Credits
Advanced Topics in Hotel Management	THM501	45	3
International Tourism Management	THM502	60	4
Strategic Management in Hospitality	THM503	45	3
E-Tourism and Digital Marketing	THM504	45	3
Cross-Cultural Communication in Tourism	THM505	45	3
Tourism and Hospitality Case Studies	THM506	45 (Lab)	2

Semester 6

Module Name	Module Code	Teaching Hours	Credits
Tourism and Hospitality Trends and Innovations	THM601	45	3
Leadership and Management in Tourism	THM602	60	4
Crisis Management in Hospitality	THM603	45	3
Global Tourism and Cultural Exchange	THM604	45	3
Research Project in Tourism and Hospitality	THM605	90	6
Professional Development in Tourism	THM606	-	3

Modules Outline

Semester 1:

Module 1: Introduction to Tourism and Hospitality Management (THM101)
1. Overview of Tourism and Hospitality Industry
2. Historical Evolution of Tourism
3. Tourism as a Global Phenomenon
4. Introduction to Hospitality Management
5. Careers in Tourism and Hospitality
6. Current Trends and Challenges in the Industry

Module 2: Principles of Hospitality Operations (THM102)
1. Basics of Hotel Operations
2. Food and Beverage Service Principles
3. Housekeeping Management
4. Front Office Procedures
5. Quality Management in Hospitality
6. Customer Service Excellence in Hospitality

Module 3: Tourism Geography and Culture (THM103)
1. Geographical Factors in Tourism
2. Cultural Heritage and Tourism
3. Destination Geography and Planning
4. Cultural Sensitivity in Tourism
5. Tourism and Cultural Exchange
6. Impact of Geography and Culture on Travel Behavior

Module 4: Basics of Customer Service in Hospitality (THM104)
1. Customer Relationship Management
2. Service Excellence in Hospitality
3. Communication Skills for Customer Service
4. Handling Guest Complaints
5. Building Customer Loyalty
6. Technology and Customer Service in Hospitality

Module 5: Business Communication Skills (THM105)

1. Business Writing and Correspondence
2. Oral Communication in Business
3. Presentation Skills
4. Professional Email Etiquette
5. Cross-Cultural Communication
6. Team Communication

Module 6: Introduction to Business Management (THM106)
1. Fundamentals of Business Management
2. Organizational Behavior
3. Basics of Marketing and Sales
4. Financial Management Basics
5. Introduction to Entrepreneurship
6. Business Ethics in Tourism and Hospitality

Module 7: Hotel and Resort Management (THM201)
1. Hotel and Resort Operations
2. Guest Services and Experience
3. Revenue Management in Hotels
4. Sustainable Practices in Hotel Management
5. Trends in Hotel Design and Architecture
6. Hotel Management Software and Systems

Module 8: Food and Beverage Management (THM202)
1. Food Service Operations
2. Menu Planning and Design
3. Beverage Management
4. Culinary Arts in Hospitality
5. Restaurant Marketing Strategies
6. Food Safety and Hygiene in Hospitality

Module 9: Tourism Planning and Development (THM203)

1. Tourism Planning Principles
2. Destination Development
3. Tourism Infrastructure
4. Tourism Marketing and Promotion
5. Public-Private Partnerships in Tourism
6. Case Studies in Tourism Development

Module 10: Front Office Operations (THM204)

1. Front Office Procedures and Systems
2. Reservation and Booking Management
3. Check-In and Check-Out Processes
4. Guest Relations and Concierge Services
5. Technology in Front Office Operations
6. Crisis Management at the Front Desk

Module 11: Marketing in Tourism and Hospitality (THM205)

1. Basics of Marketing in Tourism
2. Digital Marketing Strategies
3. Branding in Tourism
4. Social Media for Hospitality Marketing
5. Market Research in Tourism
6. Customer Relationship Marketing in Hospitality

Module 12: Financial Accounting for Hospitality (THM206)
1. Principles of Accounting
2. Financial Statements in Hospitality
3. Budgeting and Cost Control
4. Financial Analysis for Decision-Making
5. Taxation in the Hospitality Industry
6. Accounting Software for Hospitality

Module 13: Event Management in Tourism and Hospitality (THM301)
1. Event Planning and Coordination
2. Types of Events in Tourism and Hospitality
3. Marketing and Promotion of Events
4. Risk Management in Event Planning
5. Technology in Event Management
6. Case Studies in Successful Events

Module 14: Cultural Heritage Tourism (THM302)
1. Heritage Tourism Concepts
2. Cultural Preservation and Tourism
3. Heritage Sites Management
4. Cultural Interpretation in Tourism
5. Cultural Events and Festivals
6. Challenges in Cultural Heritage Tourism

Module 15: Sustainable Tourism Practices (THM303)

1. Principles of Sustainable Tourism
2. Eco-Friendly Practices in Hospitality
3. Certification Programs for Sustainable Tourism
4. Community Engagement in Sustainable Tourism
5. Responsible Tourism Practices
6. Sustainable Tourism Case Studies

Module 16: Human Resource Management in Hospitality (THM304)

1. HR Planning and Recruitment in Hospitality
2. Employee Training and Development
3. Performance Management in Hospitality
4. Employee Relations and Diversity
5. Legal Issues in HR Management
6. Leadership in Hospitality

Module 17: Entrepreneurship in Tourism and Hospitality (THM305)
1. Entrepreneurial Mindset and Opportunities
2. Business Plan Development
3. Funding and Financing for Start-ups
4. Marketing Strategies for Small Businesses
5. Risk Management in Entrepreneurship
6. Success Stories in Tourism Entrepreneurship

Module 18: Research Methods in Tourism and Hospitality (THM306)
1. Introduction to Research in Tourism and Hospitality
2. Research Design and Data Collection
3. Qualitative and Quantitative Research Methods
4. Data Analysis Techniques
5. Ethical Considerations in Research
6. Research Proposal Development

Module 19: Destination Management (THM401)
1. Destination Marketing Strategies
2. Destination Image and Positioning
3. Tourism Infrastructure Planning
4. Crisis Management in Destinations
5. Sustainable Practices in Destination Management
6. Stakeholder Collaboration in Destination Planning

Module 20: Hotel and Restaurant Marketing (THM402)
1. Marketing Strategies for Hotels and Resorts
2. Restaurant Branding and Promotion
3. Digital Marketing in Hospitality
4. Loyalty Programs in Hospitality
5. Online Reviews and Reputation Management
6. Marketing Analytics in Hospitality

Module 21: Tourism Economics and Policy (THM403)
1. Economic Impact of Tourism
2. Tourism Policy Development
3. Public-Private Partnerships in Tourism
4. Tourism Taxes and Funding
5. Economic Evaluation of Tourism Projects
6. Tourism and Trade Relations

Module 22: Revenue Management in Hospitality (THM404)
1. Revenue Management Principles
2. Pricing Strategies in Hospitality
3. Forecasting and Demand Management
4. Distribution Channels in Hospitality
5. Technology in Revenue Management
6. Revenue Management Case Studies

Module 23: Legal Issues in Tourism and Hospitality (THM405)
1. Contract Law in Hospitality
2. Liability and Risk Management
3. Employment Law in Hospitality
4. Intellectual Property Issues
5. Ethical Dilemmas in Tourism and Hospitality
6. Regulatory Compliance in the Industry

Module 24: Internship in Tourism and Hospitality (THM406) Practical training in a hospitality or tourism setting to apply theoretical knowledge and gain industry experience.

Module 25: Advanced Topics in Hotel Management (THM501)
1. Luxury Hospitality Management
2. Hotel Design and Architecture Trends
3. Hotel Chains and Franchises
4. Hotel Operations Optimization
5. Emerging Technologies in Hotel Management
6. Innovations in Guest Experience

Module 26: International Tourism Management (THM502)
1. Global Tourism Trends and Challenges
2. International Tourism Marketing
3. Cross-Cultural Management in Tourism
4. Tourism Policies and Standards Worldwide
5. International Tourism Case Studies
6. Globalization's Impact on Tourism

Module 27: Strategic Management in Hospitality (THM503)
1. Strategic Planning in Hospitality
2. Competitive Analysis in the Industry
3. Strategic Decision-Making
4. Crisis Management and Business Continuity
5. Sustainable Business Practices
6. Strategic Leadership in Hospitality

Module 28: E-Tourism and Digital Marketing (THM504)
1. E-Tourism Concepts and Technologies
2. Social Media Marketing for Tourism
3. Online Booking Systems and Platforms
4. Website Design and Optimization
5. Mobile Apps in Tourism
6. Data Analytics in Digital Marketing

Module 29: Cross-Cultural Communication in Tourism (THM505)
1. Intercultural Communication Competence
2. Understanding Cultural Differences
3. Communication Challenges in Cross-Cultural Settings
4. Adapting Marketing Strategies to Different Cultures
5. Conflict Resolution in Cross-Cultural Teams
6. Cultural Sensitivity in Tourism Services

Module 30: Tourism and Hospitality Case Studies (THM506) Analysis of real-world cases in tourism and hospitality management, exploring challenges, solutions, and best practices.

Module 31: Tourism and Hospitality Trends and Innovations (THM601)
1. Emerging Trends in Tourism
2. Technology Innovations in Hospitality
3. Sustainable Practices and Innovations
4. Changing Consumer Behavior in Tourism
5. Innovations in Event Management
6. Futuristic Concepts in Tourism and Hospitality

Module 32: Leadership and Management in Tourism (THM602)
1. Leadership Styles in Tourism and Hospitality
2. Team Dynamics and Motivation
3. Change Management in the Industry
4. Conflict Resolution Strategies
5. Effective Decision-Making
6. Leadership Development Programs

Module 33: Crisis Management in Hospitality (THM603)
1. Crisis Planning and Preparedness
2. Communication Strategies in Crisis
3. Reputation Management during Crisis
4. Business Continuity Planning
5. Legal and Ethical Issues in Crisis Management
6. Case Studies in Crisis Management

Module 34: Global Tourism and Cultural Exchange (THM604)
1. Cultural Exchange Programs in Tourism
2. International Collaborations and Partnerships
3. Multicultural Tourism Experiences
4. Impact of Globalization on Tourism
5. Cross-Border Tourism Challenges
6. Cultural Diplomacy in Tourism

Module 35: Research Project in Tourism and Hospitality (THM605) Independent research project where students explore a specific topic in-depth, applying research methodologies learned throughout the program.

Module 36: Professional Development in Tourism (THM606) Preparation for entering the workforce, covering topics such as resume building, job interviews, and professional networking.

Module 37: Advanced Topics in Tourism Management (THM701)
1. Specialized Areas in Tourism
2. Niche Tourism Markets
3. Adventure Tourism Management
4. Health and Wellness Tourism
5. Cultural and Heritage Tourism Trends
6. Ecotourism and Sustainable Practices

Module 38: Innovations in Hospitality Services (THM702)
1. Smart Technologies in Hospitality
2. Robotics and Automation in Hotels
3. AI Integration in Guest Services
4. Advanced Revenue Management Systems
5. Virtual and Augmented Reality Applications
6. Innovations in Food and Beverage Operations

Module 39: Entrepreneurial Ventures in Tourism (THM703)
1. Tourism Business Start-ups
2. Funding Strategies for Entrepreneurs
3. Risk Management for Tourism Entrepreneurs
4. Marketing Strategies for Small Tourism Businesses
5. Success Stories in Tourism Entrepreneurship
6. Scaling and Expanding Tourism Ventures

Module 40: International Hotel Chains and Franchises (THM704)
1. Global Hotel Chains: Operations and Management
2. Franchise Models in Hospitality
3. Brand Standardization and Consistency
4. Challenges in Managing International Brands
5. Global Marketing Strategies for Hotel Chains
6. Case Studies on Successful Global Hospitality Brands

Module 41: Trends in Tourism Marketing (THM705)
1. Influencer Marketing in Tourism
2. Storytelling and Brand Narrative in Tourism
3. Experiential Marketing Strategies
4. Data-Driven Marketing in Tourism
5. Social Media Campaigns in Tourism
6. Evaluation and Measurement of Tourism Marketing Campaigns

Module 42: Tourism and Technology Integration (THM706)
1. Blockchain Technology in Tourism
2. Big Data Analytics for Destination Management
3. Cloud Computing in Tourism Operations
4. Cybersecurity in the Tourism Industry
5. Mobile Applications for Travelers
6. Technology Trends Shaping the Future of Tourism

Module 43: Global Issues in Tourism and Hospitality (THM801)
1. Tourism and Climate Change
2. Tourism and Biodiversity Conservation
3. Overtourism: Challenges and Solutions
4. Geopolitical Issues Affecting Tourism
5. Global Health Crises and Tourism
6. Ethical and Responsible Tourism Practices

Module 44: Strategic Leadership in Tourism (THM802)
1. Strategic Decision-Making for Tourism Leaders
2. Leadership Styles in Sustainable Tourism
3. Crisis Leadership and Preparedness
4. Leading Change in Tourism Organizations
5. Global Leadership in Tourism
6. Strategic Planning for Sustainable Tourism Development

Module 45: Tourism Policy and Governance (THM803)
1. Formulation and Implementation of Tourism Policies
2. Government and Industry Collaboration
3. Regulatory Frameworks in Tourism
4. Advocacy and Stakeholder Engagement
5. Case Studies on Effective Tourism Governance
6. International Cooperation in Tourism Policy

Module 46: Dissertation in Tourism and Hospitality (THM804) Independent research project where students explore a specific topic in-depth, applying advanced research methodologies learned throughout the program.

Module 47: Professional Development and Industry Integration (THM805) Preparation for entering the workforce at an advanced level, covering topics such as executive leadership, industry trends, and strategic career planning.

Module 48: Advanced Seminar in Tourism and Hospitality (THM806) A culminating seminar where students present their research findings, discuss industry trends, and engage in discussions on the future of tourism and hospitality.

Artificial Intelligence (AI) can be applied in the context of Tourism and Hospitality Management:

1. Personalized Customer Experiences:

- AI algorithms can analyze customer preferences, behavior, and feedback to provide personalized recommendations for travel destinations, accommodations, and activities.
- Chatbots with natural language processing capabilities can assist travelers in planning their trips, offering tailored suggestions based on individual preferences.

2. Revenue Management and Pricing Optimization:

- AI-powered revenue management systems can analyze historical data, market trends, and competitor pricing to optimize room rates and maximize revenue.
- Predictive analytics can forecast demand fluctuations, allowing hotels and resorts to adjust pricing dynamically.

3. Chatbots and Virtual Assistants:

- AI-driven chatbots can handle routine inquiries, booking processes, and provide instant responses to customer queries.
- Virtual assistants in hotels can assist guests with information, room service requests, and local recommendations, enhancing the overall guest experience.

4. Facial Recognition for Check-In and Security:

- AI-based facial recognition technology can streamline the check-in process, reducing wait times for guests.
- Enhanced security measures using facial recognition can improve the safety of guests and their belongings.

5. Predictive Maintenance for Facilities:

- AI analytics can predict equipment failures and maintenance needs in hotels and resorts, enabling proactive maintenance to prevent disruptions.
- This technology ensures that facilities and amenities are in optimal condition, contributing to guest satisfaction.

6. Marketing and Personalized Promotions:

- AI can analyze customer data to create targeted marketing campaigns, offering personalized promotions and discounts to specific customer segments.
- Predictive modeling can identify potential high-value customers, allowing for focused marketing efforts.

7. Smart Room Automation:

- AI-powered smart room systems can adapt room environments based on guest preferences, controlling lighting, temperature, and entertainment options.
- Voice-activated assistants in hotel rooms can provide information, control room features, and offer a seamless and interactive guest experience.

8. Data Analytics for Trend Analysis:

- AI-driven analytics can process large datasets to identify travel trends, popular destinations, and customer preferences.
- Businesses can leverage this information for strategic decision-making, marketing strategies, and optimizing service offerings.

Advantages of Applying AI in Tourism and Hospitality Management:

1. Enhanced Customer Experience:

- Personalized recommendations, quick responses, and streamlined processes contribute to an improved overall experience for guests.

2. Operational Efficiency:

- AI automates routine tasks, allowing staff to focus on high-value activities, leading to increased operational efficiency.

3. Revenue Optimization:

- AI-driven pricing strategies and revenue management systems contribute to maximizing profits and optimizing occupancy rates.

4. Improved Security Measures:

- Facial recognition and other AI-based security measures enhance the safety and security of guests and their belongings.

5. Predictive Maintenance:

- Proactive maintenance based on AI predictions minimizes downtime and ensures facilities are in top condition.

6. Targeted Marketing:

- AI helps businesses create targeted marketing campaigns, reaching the right audience with personalized promotions.

7. Smart Automation:

- AI-powered smart room systems and automation contribute to a modern and seamless guest experience.

8. Data-Driven Decision-Making:

- AI analytics provide valuable insights, enabling businesses to make informed decisions, adapt to trends, and stay competitive.

Incorporating AI in Tourism and Hospitality Management enhances efficiency, elevates customer satisfaction, and positions businesses to thrive in the dynamic and competitive industry.