

BSc (Hons) Tourism, Leisure & Recreation Management - LM433

1. Objectives

The undergraduate programme in Tourism, Leisure and Recreation Management prepares students to design, manage, and deliver tourism, leisure and recreation services to a variety of people in diverse settings. Tourism, Leisure and Recreation, being one of the largest global industries, require higher levels of professionalism. This undergraduate programme in tourism, leisure and recreation management prepares students to assume managerial, supervisory and leadership responsibilities in various tourism, leisure and recreation management agencies. The specific objectives of this programme will be as follows:

- (i) To obtain an understanding of the meaning of tourism, hospitality, leisure and recreation in the Mauritian context;
- (ii) To have a broad overview of tourism and hospitality services in Mauritius;
- (iii) To establish a common base of knowledge regarding historical and philosophical concepts of tourism, leisure and recreation;
- (iv) To acquaint students with a variety of professional tourism, leisure and recreation settings and programmes; and
- (v) To provide the basic foundations needed for continued professional development by students interested in tourism, hospitality and related fields.

2. General Entry Requirements

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

3. Programme Requirements

Credit in five (5) subjects at 'O' Level including Mathematics.
2 GCE 'A' Level passes.

4. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	3½-year sandwich course (7 semesters)	5½-year sandwich course (11 semesters)

5. Credits per Year

Minimum 18 credits, Maximum 48 credits, subject to Regulation 4.

6. Minimum Credits Required for Award of Degree: 117 (including 6 credits for practicum).

Breakdown as follows:

Degree	Core taught modules	Dissertation	Elective modules	GEMs	Practicum	Total
Credits	93	6	6	6	6	117

7. Assessment

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-hour (for a semester module) or 3-hour (for a yearly module) duration and continuous assessment carrying a range of 20% to 30% of total marks. Continuous assessment will be based on two (2) assignments/tests per module.

For the module MGT 2239(3) - Research Methods for Tourism and Leisure, both the continuous assessment and the written examination will carry 50% of total marks.

For the modules MGT 2159(3) German for Tourism and Hospitality and MGT 2160(3) Italian for Tourism and Hospitality, continuous assessment will carry 40% of total marks which would consist of class-test as well as oral test and the written examination will carry 60% of total marks.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum thresholds within the individual continuous assessment and written examination.

8. Foreign Languages

In the second year of the programme, two foreign languages (German and Italian) of 3-credits will be offered. Students will have to choose either one of them. The method of assessment will follow that of the general assessment mode as in clause 7.

9. Practicum

The course curriculum includes 2 types of practical training, one internship focusing on hands-on experience in the tourism, leisure and recreation sectors (6 months) and another (short term training) emphasising programming and administration (at the end of each semester).

Practical Training (Internship) – The 3½ year degree programme includes a minimum of 6 months gaining practical experience outside the university at the end of year two. It will normally involve exposure to managerial work in industry. It will help to improve students' maturity and skills base and give them the opportunity to 'test' in real life situations what they have learnt in theory. It will also enhance student's employability. Two reports must be produced at the end of the internship: one by the student and one by the supervisor in the workplace. Internship of at least 6 months duration, accounting for 6 credits, must be satisfactorily completed for the award of the degree.

Short Term Training – Apart from the 6 months internship, students will also be exposed to classroom projects, independent study and practical training in tourism, leisure and recreational sectors. Students will be encouraged to go for short periods of practical training after each semester. A report will also be required by the students after each short period of practical training.

10. Dissertation

Submission Deadline for dissertation: Last Working Day of October in the Fourth year

It is compulsory for students to complete a dissertation of 8,000 to 12,000 words. This dissertation should start in Year 3 to be submitted in Year 4 (last working day of October) and carries 6 credits.

11. List of Modules

CORE MODULES

Code	Module Name	Hrs/Wk	Credits
		L+P	
CSE1010e(1)	Introduction to Information Technology	O.E.	3
DFA 1127Y(1)	Business Accounting for Tourism & Hospitality	3+0	6
MGT 1121 (1)	Economics for Tourism & Hospitality Managers	3+0	3
LAWS 1209(1)	Tourism, Leisure & Recreational Law	3+0	3
MGT 1122 Y(1)	Principles of Tourism Management	3+0	6
MGT 1111(1)	Organisation and Management	D.E.	3
STAT 1102 (1)	Statistics for Tourism and Hospitality	3.0	3
MGT 1123 Y(1)	Marketing For Tourism & Hospitality	3+0	6
MGT 1233(3)	Human Resource Management for the Service Sector	3+0	3
MGT 1232(1)	Operations of Services	3+0	3
MGT 2161(3)	Cultural and Heritage Tourism	3+0	3
DFA 3121 (3)	Financial Management in Tourism & Hospitality	3+0	3
MGT 2159(3)	German for Tourism and Hospitality	3+0	3
MGT 2160(3)	Italian for Tourism and Hospitality	3+0	3
MGT 2069Y(3)	Sustainable Tourism	3+0	6
MGT 2070Y(3)	Service Quality Management in Tourism, Leisure & Recreation	3+0	6
MGT 2157Y(3)	Events Management	3+0	6
MGT 2239(3)	Research Methods for Tourism and Leisure	3+0	3
MGT 2156 (3)	IT Applications in Tourism & Hospitality Sectors	3+0	3
MGT 3069Y(5)	Tourism Planning	3+0	6
MGT 3070Y(5)	Transport & Travel Management	3+0	6
MGT 3071Y(5)	Strategic Management for Tourism, Leisure & Recreation	3+0	6
MGT 3018(5)	International Tourism	3+0	3
MGT 3000Y(5)	Dissertation	-	6
MGT 3099(5)	Practicum		6

ELECTIVE MODULES

Code	Module Name	Hrs/Wk	Credits
		L+P	
MGT 3016Y(5)	Outdoor Recreation & Leisure Programming	3+0	6
MGT 3073Y(5)	Destination Management	3+0	6
MGT 3017Y(5)	Resort Management & Wellness Tourism	3+0	6

12. Programme Plan - BSc (Hons) Tourism, Leisure and Recreation Management

<u>YEAR 1</u>			
CODE	Module Name	Hrs / Wk	Credits
CORE			
CSE1010e(1)	Introduction to Information Technology**	O.E.	3
DFA 1127Y(1)	Business Accounting for Tourism & Hospitality	3+0	6
MGT 1121 (1)	Economics for Tourism & Hospitality Managers*	3+0	3
LAWS 1209(1)	Tourism, Leisure & Recreational Law*	3+0	3
MGT 1122Y(1)	Principles of Tourism Management	3+0	6
MGT 1111(1)	Organisation and Management*	D.E.	3
STAT 1102 (1)	Statistics for Tourism and Hospitality*	3+0	3
MGT 1123Y(1)	Marketing For Tourism & Hospitality	3+0	6
MGT 1233(3)	Human Resource Management for the Service Sector**	3+0	3

<u>YEAR 2</u>			
CODE	Module Name	Hrs / Wk	Credits
CORE			
MGT 1232(1)	Operations of Services*	3+0	3
MGT 2161 (3)	Cultural and Heritage Tourism*	3+0	3
DFA 3121(3)	Financial Management in Tourism & Hospitality*	3+0	3
MGT 2069Y(3)	Sustainable Tourism	3+0	6
MGT 2070Y(3)	Service Quality Management in Tourism, Leisure & Recreation	3+0	6
MGT 2157Y(3)	Events Management	3+0	6
MGT 2239(3)	Research Methods for Tourism and Leisure**	3+0	3
MGT 2156(3)	IT Applications Tourism & Hospitality Sectors*	3+0	3
MGT 2159(3)	German for Tourism & Hospitality*	3+0	3
	or		
MGT 2160(3)	Italian for Tourism & Hospitality*	3+0	3

<u>YEAR 3</u>			
CODE	Module Name	Hrs / Wk	Credits
L/P			
MGT 3099(5)	Practicum	6 months	6

<u>YEAR 4</u>			
CODE	Module Name	Hrs / Wk	Credits
CORE			
L/P			
MGT 3069Y(5)	Tourism Planning	3+0	6
MGT 3070Y(5)	Transport & Travel Management	3+0	6
MGT 3071Y(5)	Strategic Management for Tourism, Leisure & Recreation	3+0	6
MGT 3018(5)	International Tourism*	3+0	3
MGT 3000Y(5)	Dissertation	-	6

ELECTIVES (CHOOSE FROM ONE)			
Code	Module Name	Hrs/Wk	Credits
L+P			
MGT 3016Y(5)	Outdoor Recreation & Leisure Programming	3+0	6
MGT 3073Y(5)	Destination Management	3+0	6
MGT 3017Y(5)	Resort Management & Wellness Tourism	3+0	6

NOTES:

Modules carrying asterisk(s):

*These are 3-credit modules, which will be run and examined at the end of the **first** semester.

These are 3-credit modules, which will be run and examined at the end of the **second semester.

Students will have to complete a minimum of one (1) General Education Module (GEMs) of six (6) credits over the full 3½ years of Programme of Studies. List of GEMs will be posted on Faculty Notice Boards at the start of every year.

13. Outline Syllabus

CSE 1010e (1) - INTRODUCTION TO INFORMATION TECHNOLOGY

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

DFA 1127Y(1) - BUSINESS ACCOUNTING FOR TOURISM & HOSPITALITY

Types of financial transactions, Recording and processing of financial transactions, Preparation of final accounts, Accounting for fixed assets, Stocks and credit transactions, Accounting for recreation and leisure clubs, Basic cost concepts, Costing a product or service, Pricing a product or service, Accounting for Contribution, Introduction to decision accounting, Planning and budgeting, Standard costing and flexible budgeting; Accountability and ethics

MGT 1121(1) ECONOMICS FOR TOURISM AND HOSPITALITY MANAGERS

Role of tourism economics for management decisions; Tourism demand and supply; Determinants of tourism demand; Motivation; Costs and revenue for management decisions; Elasticity concepts in tourism and hospitality and their application for management decisions; Market structure; Tourism, market failures and externalities and implications for sustainable management of businesses; Role of government in tourism; Tourism and national income accounting; Leakages in the tourism sector; Foreign exchange and tourism

LAWS 1209(1) - TOURISM, LEISURE & RECREATIONAL LAW

Legal concepts, The legal framework for tourism, leisure and recreational activities, Principles governing the law of obligations, Analysis of specific contracts such as Sales, Agency, 'Contrat d'entreprise', Legal responsibility of operators, Labour law, Workers compensation Act, Tourism Act, Workers compensation Act, Principles of Licensing for Tour Operators, Basic principles of the law of Tort (Negligence, Vicarious Liability & Defamation).

MGT 1122(Y) (1) - PRINCIPLES OF TOURISM MANAGEMENT

Introduction to Tourism; The relationship between tourism, leisure and recreation, The tourism system, Tourism through the ages, Tourism markets, Understanding tourist behaviour, Tourism distribution systems, Destinations, The tourism product, Introduction to tourism impacts and planning, Role of public/private sector organisations, The future of tourism, Accommodation operation and management, accommodation sector in the tourism industry, Responsibilities & management skills of a hotel GM, Revenue management: forecasts, occupancy. Hotel sales: by product, by market, by source. Accommodation departments: Front office, housekeeping, F&B, Maintenance, Safety & security. Hotel franchise and start up. Managing in the global accommodation industry

MGT 1111(1) - ORGANISATION & MANAGEMENT

Management Concepts and Functions, Development of Management Theories. The Internal and External Environments of the Organisation. Social Responsibility and Ethics in Management. Managerial Decision Making. The planning process. The nature of Organisation Structure. Organisational Control. Contemporary issues in Management. Management in Future.

STAT 1102(1) - STATISTICS FOR TOURISM & HOSPITALITY

The nature and main sources of tourism statistics. Problems of definition and collection. Sampling methods, sampling and non-sampling errors. Organizing and presenting data. Elementary data analysis: central tendency, dispersion, skewness. Time series analysis for tourism data: decomposition method, exponential smoothing and forecasting. Elementary probability theory and its applications. Correlation and regression. Introduction to multiple regression.

MGT 1123 Y(1) - MARKETING FOR TOURISM & HOSPITALITY

Definition of Marketing & Marketing as Relationship Management in tourism and hospitality sectors, Characteristics of services and distinctive aspects of service management, Marketing orientations and the market environment affecting tourism and hospitality, Research for marketing in tourism and hospitality, Consumer behaviour, consumer decision-making process in tourism and hospitality, Market segmentation, market targeting and positioning strategies in tourism and hospitality, Competitive strategies, Tourism and hospitality Marketing Mix (The tourism and hospitality product, Price as part of a Marketing Strategy, Distributional channels in tourism and hospitality, Designing and delivering customer service and service quality), Promotional mix in tourism and hospitality (Advertising, direct marketing, sales promotion, public relations and changing role of personal selling, Marketing Plan in tourism and hospitality organisations, Marketing and organisational culture), Managing relationships and building loyalty in the tourism sector.

MGT 1233(3) - HUMAN RESOURCE MANAGEMENT FOR THE SERVICE SECTOR

Introduction to Human Resource Management, Objectives & Functions of HRM. SHRM. HR planning, Recruitment & Selection, Performance & Reward Management. Concept of Supervision: its objectives & processes, HR in Service Quality, HRD. Employee Relations.

MGT 1232(1) - OPERATIONS OF SERVICES

Introduction to forecasting (qualitative & quantitative), Capacity planning, Inventory management, materials requiring planning, operations scheduling, Health and safety, Job design, Facility layout, Quality and productivity management, Operations network, Supply Chain Management, Business Process Outsourcing.

MGT 2161(3) - CULTURAL AND HERITAGE TOURISM

Introduction to the Notion of Culture and Heritage, Culture and Identity, Tourism and cultural diversity, Tourism and Intercultural Phenomenon, Cross-Cultural Perceptions & Stereotyping, Heritage and Tourism, Typology of Cultural and Heritage Tourism Products, Local Development of Heritage Tourism products, Process of Heritage Tourism Development, Management of Heritage Sites, Marketing of Heritage Sites, Branding of Heritage Sites, Tour Guiding around Heritage Sites, Impacts of Tourism on Heritage Sites, Motivations and profile of Heritage Tourists

DFA 3121(3) FINANCIAL MANAGEMENT IN TOURISM AND HOSPITALITY

This module integrates financial management and control with the aim of enabling managers' of tourism and hospitality organizations to maximise shareholders' value. It covers published financial statement analysis; financial planning and forecasting; company valuation methods; capital investment appraisal methods; risk, return and cost of capital; and capital structure and dividend policy; performance management; decision making techniques. It provides students with a theoretical and applied understanding of financial management as an integral part of corporate strategy. The module lays particular emphasis on the financial management in hospitality and tourism organizations.

MGT 2069Y(3) - SUSTAINABLE TOURISM

Part 1: Impacts of Tourism: Introduction to the Impacts of Tourism, Socio-Cultural Impacts of Tourism, Managing Socio-Cultural Impacts, Economic Impacts of Tourism, Managing Economic Impacts, Physical Impacts of Tourism, Managing Physical Impacts, Principles and Philosophy of Sustainable Tourism, Stakeholder Management and Sustainability, 'Types' of Sustainable Tourism (Ecotourism, Cultural Tourism, etc.); The Maurice Ile Durable Project

Part 2: Ecotourism: Introduction to Ecotourism, Ecology and Ecotourism, Ecotourism Design, Ecotourism Planning, Characteristics of Ecotourists, Ecotourism Marketing, Managing the Impacts of Ecotourism, National Parks and the Role of the Public Sector, Ecotourism as a Private Enterprise, Future Issues of Sustainable Tourism;

MGT 2070Y(3) - SERVICE QUALITY MANAGEMENT IN TOURISM, LEISURE AND RECREATION

Introduction to Quality Management in the service industries, Nature and definition of services – characteristics of services, Definition and dimensions of Service Quality, Models and measurement of Service Quality in the context of tourism and leisure organisations, Models of service excellence in the tourism and leisure sectors e.g. the Malcolm Balridge Award. TQM and TQS concepts, Internal and External Management relationships, Role of the service encounter and service guarantee and service recovery processes, Role of empowerment in Service Quality, Competitive advantage and Service Quality, Impact of Technology on Service Quality.

MGT 2157Y(3) - EVENT MANAGEMENT

Introduction to events; Basic concepts of event management. Different type of events: conference, conventions, meetings, exhibitions, incentive travel, product launch, training courses, festivals. Research & Planning concepts of events: developing critical path; relationship between venues and conventions, meetings, festivals & events: indoor and outdoor venues, convention & conference facilities, exhibition facilities; Trade fairs & exhibition shows; Event management tasks & skills: financial, Human Resources, leadership & supervision, Public Relations, sponsorship & fundraising, effective communication, decision making & negotiations; safety and security issues; impact of events at destinations.

MGT 2239(3) - RESEARCH METHODS FOR TOURISM AND LEISURE

Sources of tourism & leisure data. Project research planning. Quantitative & Qualitative primary research. Research designs, Surveys, questionnaire designs. Sampling methods. Testing, analysis & interpretation of tourism & leisure data. SPSS. Presentation of research results & writing research proposals.

MGT 2156(3) - IT APPLICATIONS IN THE TOURISM AND HOSPITALITY SECTORS

Information & Communication Technologies, Implication of the ICT Revolution for Tourism and Hospitality Businesses, Word processing, spreadsheet analysis, database management, graphics, presentation, communication, airline reservations & WWW-based systems. Operational Management and Distribution in eTourism, eAirlines, eHospitality, eTour Operators, e-Travel Agencies, Website Development with e-commerce concept

FOREIGN LANGUAGE

EITHER MGT 2159(3) – GERMAN FOR TOURISM AND HOSPITALITY

The aim of this module is to develop basic communication skills in German for future professionals of the Tourism and Hospitality industry. Special focus will be given to oral skills (speaking and listening) and students will develop a specific vocabulary linked to the tourism industry. Reading and writing skills will also be covered. At the end of this module, students will have an up to date knowledge of German which will enable them to converse during their professional activities.

OR MGT 2160(3) – ITALIAN FOR TOURISM AND HOSPITALITY

The aim of this module is to develop basic communication skills in Italian for future professionals of the Tourism and Hospitality industry. Special focus will be given to oral skills (speaking and listening) and students will develop a specific vocabulary linked to the tourism industry. Reading and

writing skills will also be covered. At the end of this module, students will have an up to date knowledge of Italian which will enable them to converse during their professional activities.

MGT 3069Y(5) - TOURISM PLANNING

Introduction to Tourism Planning; Tourism Planning in the public and private sector; Levels of tourism planning – local, national and supranational; Approaches to tourism planning; The Role of the Public Sector in Tourism Planning, The Role of the Community and Private Sector, Destination (Macro) Planning, Site (Micro) Planning; Urban, coastal and planning for tourist villages; Planning for sport tourism; Tourism planning in SADC region; Seasonality and tourism planning; Definition of Crisis Management and Nature of Crisis Management, Crisis Management – 3 P's – Prevention, Preparation and Provision, Crisis Management Audit, Roles and Responsibilities of Crisis Management Team, Managing Disasters in Tourism and Leisure Organizations, Future Issues in Tourism Planning

MGT 3070Y(5) - TRANSPORT & TRAVEL MANAGEMENT

Historical development of the travel industry; components of a tourist transport system; classification of tourist transports; Managing tourist transport; linkages between tourism and transport; government policy and tourist transport; demand for travel; supply issues in tourist travel; role of travel agents and tour operators, vertical and horizontal integration; transport policies; Airlines industry: competition issues – deregulation, loyalty schemes, international cooperation in air travel (freedoms of the air, IATA, ICAO), hubs, yield management, CRS; Airport management: managing airport terminals, managing activities within airport environment; impacts of transport on environment; transport at tourist destinations; transport as a tourist activity: cruises; future trends in transport & travel.

MGT 3071Y(5) - STRATEGIC MANAGEMENT FOR TOURISM & LEISURE

The international environment: a critical analysis, An assessment of the evolution of the Mauritian economy and the history of the tourism & Leisure industry, History of strategy: from industrial capitalism to financial capitalism, Strategic segmentation of the Mauritian economy & the tourism & leisure industry, SWOT analysis: The Resourced Based View of the Firm and the definition of competitive advantage in the tourism industry, Decision tools, Growth, competitive & functional strategies in the tourism & leisure cluster, Hotel structure, Conflict management, Change as a cycle: review & evaluation, The benchmarking process in the tourism industry, Implementing change & gaining commitment, Identity of the firm & the agency theory, The role of the Leader as a change agent in the hotel & tourism industry, Case study techniques.

MGT 3018 (5) - INTERNATIONAL TOURISM

Introductory Framework for International Tourism, International Tourism: A Statistical Review, International / Regional Tourism Organizations (WTO, WTTC, IOR/ARC, IOC), The Host Region from an International Perspective (Attributes, Image), International Travel: Linking the Host Region to the Market, Understanding the International Tourist (Characteristics, Motivation

MGT 3016 Y(5) – OUTDOOR RECREATION & LEISURE PROGRAMMING (ELECTIVE)

Basic concepts in outdoor recreation. Motivation and choice, Special groups and special needs. Outdoor recreational resources. Outdoor recreation and the environment. Recreation resource management. Outdoor recreation in rural & urban areas. National parks management. Outdoor recreation and tourism, Recreation in a changing world. Foundations of leisure programming, The leisure program development cycle, Agency mission and its role in programming, Program management development, Program design, promotion and registration, Developing program pricing policy (program services pricing), Determining program costs, Staffing and supervising program operations.

MGT 3073Y(5) - DESTINATION MANAGEMENT (ELECTIVE)

Destination: a conceptual framework, Service Infrastructures, Destination mix elements, Strategic destination development and management, The destination product, Managing destination life cycles, Destination marketing (the role of destination marketing organizations), Destination branding (the importance of destination image management), Analyzing destination competitiveness (e-marketing

and its relevance to destination marketing), CRM and destination loyalty, Destination differentiation and positioning.

MGT 3017Y(5) – RESORT MANAGEMENT & WELLNESS TOURISM (ELECTIVE)

Types of resorts (beach resorts, mountain resorts, country side resorts, spas and health resorts, integrated resorts, etc.), Resort management (general operations, entertainment and activity programs, clubs, managing amenities, golf, marine resources, commercial/retail activities, community management), Principles of development of tourist resorts (resources: land use, product design, regulatory issues, landscaping, environmental integration), Resort life cycle (renovation, repositioning, revitalization); Special interest tourism & growth of wellness tourism, Definitions of health/medical and wellness tourism, motivations & profiles of wellness tourists, national and regional developments of health & wellness tourism, medical tourism, holistic tourism , managing health/medical and wellness facilities – spa facilities & spa resorts.