

# **BSc (Hons) Tourism, Hospitality & Leisure Management - LM438**

## **1. Objectives**

This 1½-year program is specifically for students who have completed a two-year HND/Diploma (or equivalent) in areas of Tourism and hospitality from SGDHS or other recognized institutions to progress to an Honors degree level. It offers students the opportunity to bridge the knowledge gap from already acquired hands on practical skills to develop their understanding of management within tourism, hospitality and leisure areas.

The objective is to provide students with practical management skills in the tourism, hospitality and leisure area. On completion of the course, students will be able to:

- Understand the various concepts of tourism, hospitality and leisure management as an interdisciplinary focus of study
- Analyze and evaluate current issues within tourism, hospitality and leisure
- Apply management theories and models to analyze and solve problems in tourism, hospitality and leisure environments
- Understand corporate business strategies in tourism, hospitality and leisure sectors
- Enhance their continued professional development within tourism, hospitality and leisure areas

## **2. General Entry Requirements**

As per University of Mauritius General Rules & Regulations

## **3. Programme Requirements**

- Credits in five (5) subjects at 'O' level **and**
- 2 GCE 'A' Level passes
- 2 year Full Time (or equivalent) Diploma in Hotel or Tourism or Leisure or Travel Management or Higher national Diploma in Hotel or Tourism or Leisure or Travel Management from any recognized institution

## **4. Programme Duration**

	<b>Normal (Years)</b>	<b>Maximum (Years)</b>
Degree: (Level 3/4)	(3 semesters)	(5 semesters)

## **5. Minimum Credits Required for the Award of Undergraduate Degree**

- 102 (including 48 Credits for the Diploma in Hotel or Tourism or Leisure or Travel Management)
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Exempted credits for Diploma/HND	Credits from University of Mauritius (Top-up Degree)		
	Core Taught Modules	Electives	Dissertation
<b>48</b>	<b>48</b>	<b>None</b>	<b>6</b>

## **6. Assessment**

### **Continuous and written assessment of modules**

As per general rules and regulations of the University of Mauritius

## 7. Termination of Registration

Registration will be terminated if CPA remains below 40 for two registered consecutive Semesters.

## 8. List of Modules

Module Code	Module Name	Hrs/Wk	Credits
MGT 3142(5)	Strategic Management for Tourism & Hospitality	3 + 0	3
MGT 3143(5)	Statistics for Managers	3 + 0	3
MGT 3144(5)	Research Methods for Tourism & Leisure	3 + 0	3
MGT 3150 (5)	Spa Management	3 + 0	3
MGT 4162Y(5)	Alternative Tourism & Sustainability	6 + 0	6
MGT3127	Food safety and Quality Management	3 + 0	3
MGT 3147(5)	Business Application for Tourism & Hospitality	3 + 0	3
MGT 4166(5)	Food and Beverage Management	3 + 0	3
MGT 3149(5)	Sports & Leisure Management	3 + 0	3
MGT 3070Y(5)	Travel & Transport Management	6 + 0	6
MGT 4166 Y(5)	Hospitality Marketing and Management	6 + 0	6
MGT 4164(5)	International Tourism Studies	3 + 0	3
MGT 2071 (5)	Conventions, Festivals and Events Management	3 + 0	3
MGT 3000Y(5)	Dissertation	-	6

## 9. Programme Plan

### Year 1 Semester 1

Module Code	Module Name	Hrs/Wk	Credits
MGT 3142(5)	Strategic Management for Tourism & Hospitality	3 + 0	3
MGT 3143(5)	Statistics for Managers	3 + 0	3
MGT 3144(5)	Research Methods for Tourism & Leisure	3 + 0	3
MGT 3150 (5)	Spa Management	3 + 0	3
MGT 4162Y(5)	Alternative Tourism & Sustainability	6 + 0	6

### Year 1 Semester 2

MGT3127	Food safety and Quality Management	3 + 0	3
MGT 3147(5)	Business Application for Tourism & Hospitality	3 + 0	3
MGT 4166(5)	Food and Beverage Management	3 + 0	3
MGT 3149(5)	Sports & Leisure Management	3 + 0	3
MGT 3070Y(5)	Travel & Transport Management	6 + 0	6
MGT 3000Y(5)	Dissertation	-	-

### Year 2 Semester 1

MGT 4166(Y)(5)	Hospitality Marketing and Management	6 + 0	6
MGT 4164(5)	International Tourism Studies	3 + 0	3
MGT 2071 (5)	Conventions, Festivals and Events Management	3 + 0	3
MGT 3000Y(5)	Dissertation	-	6

### Notes:

In addition to the core modules, students are required to complete a **compulsory Dissertation MGT 3000Y (5) equivalent to 6 credits**. The dissertation starts in Year 1 Semester 2 and should be submitted by the end of Year 2 Semester 2. The exact submission date will be communicated to students.

Students are required too abide by the rules and regulations of the University of Mauritius for dissertations and program structures in general.

## **10. Outline Syllabus**

### **MGT 3142(5) STRATEGIC MANAGEMENT FOR TOURISM AND HOSPITALITY**

An assessment of the evolution of the Mauritian economy since 1968; A sectoral Analysis of the tourism and hospitality industry in Mauritius; The international environment; The Strategic Management paradigm; The Strategy Management Process; Tools for Strategic Analysis: Strategic Segmentation & SWOT Analysis The Resourced Based Theory of the Firm and the definition of competitive advantage; Growth strategies, competitive strategies & functional strategies; Strategy implementation and the organisational structure; Corporate Governance, Social Responsibility & Ethics, Leadership Case study techniques

### **MGT3127 FOOD SAFETY AND QUALITY MANAGEMENT**

This module will provide students with health and safety consideration in tourism and hospitality organizations. Topic covered will include environmental considerations; hazard analysis; Risk management; Legal requirements; food safety control etc. Course contents include: Organization and Management; Quality, Quality assurance; TQM; Introduction to hazards and Critical Control Point (HACCP); HACCP principles; Food safety hazards; Food safety legislation; Quality Standards and specifications; Quality Policy; Quality procedures; Quality planning; Purchasing; Audits

### **MGT 3147Y (5) BUSINESS APPLICATION FOR TOURISM AND HOSPITALITY**

Management information system & control; Internal analysis; Portfolio operations and resource analysis; Measuring and monitoring operational performance; Planning operating budgets and standards; Assessing profit and expenses; Service centre performance; Corporate financial appraisal and investment issues.

### **MGT 3143(5) STATISTICS FOR MANAGERS**

Introduction to problems involved in the handling of data; Collection of data including Sample Design; Organization and Presentation of Data; Measures of Central Tendency; Measures of Dispersion; Measures of Skewness; Introduction to Probability Theory.

### **MGT 3144(5) 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 3070Y(5) TRAVEL AND TRANSPORT 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 4162Y(5) ALTERNATIVE TOURISM AND SUSTAINABILITY**

Introduction to tourism and sustainability; Sustainable tourism as an adaptive paradigm; Sustainable tourism in Small Island Economies; Characteristics of small island economies; Meaning and definition of alternative tourism; Alternative tourism and sustainability discourses; Mass tourism versus alternative tourism; Impacts of mass tourism; Forms of alternative tourism; Cultural tourism – Meaning of cultural tourism; Destination as cultural products, Typologies of cultural tourists; Rural tourism; Stages in rural tourism development; Success factors in rural tourism; Eco-tourism; Forms of Eco-tourism; Marine Eco-tourism; Green tourism; Critique of the sustainability concept; Challenges of implementing alternative tourism and sustainability concepts in the developing world and SIDS; Alternative tourism and pro-poor tourism planning

**MGT 4165(5) INTERNATIONAL TOURISM STUDIES**

Globalization and internationalization of tourism; Macro-economic trends influencing destinations; International tourism organizations; Supranational tourism planning; Role of World Bank, UNWTO and other international agencies in tourism; Tourism development in the SADC region; Issues in bilateral tourism; Tourism development in the EU; Future trend and issues in international tourism

**MGT 3149(5) SPORTS AND LEISURE MANAGEMENT**

Contemporary issues in sports and leisure; Sports and leisure services; Camping and outdoor recreation; Career opportunities in the sports and leisure industries; Commercial leisure and sports for tourism development; Management of sports and leisure organizations; Planning, administration and responsibilities; Time management; Social policy and sports; Managing golf services

**MGT 2071Y(3) CONVENTIONS, FESTIVALS AND EVENTS MANAGEMENT**

Introduction to conventions, festivals & events management; Basic concepts of conventions, meetings, festivals & events: categories & definitions; 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; Management aspects in convention, festivals and events planning: financial, Human Resources, leadership & supervision, Public Relations, sponsorship & fundraising, effective communication, decision making & negotiations; safety and security issues; impact of events at destinations.

**MGT 4166Y(5) HOSPITALITY MARKETING AND MANAGEMENT**

Characteristics of service industries; Services marketing; Understanding the hospitality marketing environment; Consumer behavior in the hospitality and tourism industry; Organizational behavior; Marketing segmentation, targeting and positioning; Designing and managing products; Pricing; Distribution channels; Marketing communications; E marketing; CRM in hospitality

**MGT4166(5) FOOD AND BEVERAGE MANAGEMENT**

Nature of the food and beverage industry; Customer profile; Developing catering policy; Average spending power; Purchasing and production; Stages in product and service development; Meal experience; Opportunities and constraints; Strategies involved within menu engineering; Methods of food and beverage pricing; Additional pricing consideration; Menu engineering; Factors affecting revenue generation and profitability; Advertising objectives; Food and Beverage advertising; Merchandising objectives; Merchandising technique

**MGT 3150(5) SPA MANAGEMENT**

Introduction to the spa industry; Relationship between spa, hospitality and tourism; Spa operations; Health and hygiene requirements; Spa industry finance, marketing and branding; Spa human resources management; Front desk spa management; Fundamentals of spa designs; Spa customer relationship management and loyalty; Quality management; Business wellness in spas; Aryurveda and the art of living issues; Issues in medical and health tourism; Wellness tourism

**MGT 3000Y(5) DISSERTATION**

A dissertation of 10,000 to 12,000 words to be submitted on a relevant topic and should reflect work experience

26 July 2011