

## BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

### LEVEL 300 CORE UNITS (TOURISM)

#### **BTM 370. Travel Agency Operations**

Overview of the travel agency operations; Travel business environment, The Travel Distribution System; travel agents Tasks, Knowledge, Skills, abilities; business activities & requirements: leisure and corporate travel; global, regional and national travel associations and organizations.; airline product; taxes, customs and forms of payment; insurance and auxiliary services; Travel agents' ethics; travel formalities: travel documents; technology in the travel sector; the future of the travel sector; site visit.

#### **BTM 371. Tour Operations Techniques**

Overview of tour operations; Tourism product distribution system; Tour operators: types and role, Tours: Tour products; Tourist circuits; Tour planning and itineraries; costing; reservation; Briefing; Commentary; Managing client problems and difficult situations; Tour marketing; Tour guiding; Professional ethics and code of conduct, organizations involved to tour guiding; challenges of tour guiding; threats and opportunities; Starting a tour business; Tour office organization; Global, regional and national Travel Associations and organizations; Technology; site visit.

#### **BTM 372. Flora and Fauna of East Africa**

Introductions to natural history of fauna and flora; Classification: hierarchy and binomial nomenclature; Biogeography: distribution and regions; Common mammals, birds, reptiles, amphibians, fishes and marine life: Identification, characteristics, habitat, social organization, food, reproduction; Endangered species: Flora; characteristic, uses and influence on tourism; Ecology, energy flow, food interrelationships, Ecosystems; adaptations of fauna and flora; Conservation; types, Gazettement, rules and regulations; parks and reserves; Challenges; field trip.

#### **BTM 373. Tourism and Travel Geography**

Introduction; branches of geography; demand for tourism; climate and tourism; Transport Geography; Major countries in the various continents of Americas, Europe, Africa, Middle East, Australia, Asia and Pacific; Kenya as a destination: the geography, human statistics; politics and administration; economy; attractions, customs and traditions, festivals, and events; local modes of transportation; Future of geography of travel and tourism; Emerging issues.

#### **BTM 374. Tourism Distribution Systems (Theory and Practical)**

Introduction; Online and offline distribution channels. Online travel journals; Search engines; Search engine marketing; Online travel agency; Sales, reservation and distribution system in hotel and travel sectors. Computerized reservation systems; Global Distribution Systems (GDS): Role and value of GDS in

travel distribution. signing on and off, encodes and decodes; itinerary planning, passenger servicing; building a booking file; fare display; fare quotes; managing booking file (queue); dividing & repeating booking file; booking file history.

**BTM 375. Destination Management**

Meaning and concepts; destination lifecycle and management strategies; strategic destination planning; critical success factors in destinations; destination competitiveness; roles of Destination Management Organizations (DMOs) and Convention and Visitors Bureaus (CVBs); role of public, central and local authorities; role of private sector, local communities, civil societies and NGOs; Challenges of destination management; Institutional and legal structures; Emerging issues; field trip.

**BTM 376. Sociology of Tourism**

Introduction; tourism and society: social aspects in tourism; Attributes of social and material culture in African societies; post-modernism and tourism; inter-cultural dialogue; host-guest relations: hostility vs. hospitality; Theories of guest-host relation; tourist mobility and tourist space; social impacts of tourism; Emerging issues: gender issues in tourism; tourism and social inequality.

**BTM 377 Airfare and ticketing**

Three letter country and city code; journey concept; IATA regions and global indicators; international sales indicators; fare construction and selection criteria: fare type, carrier selection; add-ons; mixed class travel; single sector on a higher class, consecutive sectors on a higher class; ticketing, e-ticketing; traffic documents, baggage check, miscellaneous charge order, multiple purpose document; billing and settlement plan, background and aims of BSP, standard traffic documents, validation equipment.

**BTM 378. Cultural and Heritage Tourism**

Meaning and context of cultural tourism, interaction between tourism and cultural heritage, factors facilitating the growth of cultural tourism; demand for heritage tourism: visitor characteristics, motivations, the segmentation, cultural tourism demand elasticity, latent/non-use; cultural heritage tourism supply: evaluating cultural heritage attractions, products, support services, festivalization; the world heritage sites, the authenticity debate; managing cultural heritage facilities, visitor and local resident management, carrying capacity; field trip.

## **LEVEL 400 CORE UNITS (HOSPITALITY)**

### **HTM 402. Statistics**

Statistical application in Hospitality and Tourism; hypothesis testing; inferential statistics: t-tests, chi-square tests, analysis of variance regression and correlation; non-parametric statistics and elementary data analysis; forecasting; computer applications.

### **HTM 403. Research Project (to be done over 2 semesters)**

Overview of contemporary problems and challenges in the industry. In-depth study of a selected area in hotel, restaurant or tourism management, field research and a project with the approval and guidance of an instructor. The project will be equivalent to two units.

### **BHT 415. Hospitality Product Marketing**

Marketing for the hospitality Industry; analysis of hospitality and tourism demand; expanding the hospitality marketing mix; analysis and review of specific hospitality marketing activities; functions and strategies useful in marketing hospitality products; market segmentation, targeting and positioning; sales techniques and product strategies in the hospitality industry; building customer loyalty; marketing planning and research in the hospitality industry; field trip

### **BHT 416. Food and Beverage Production Management III (Theory and Practical)**

Meal planning and preparation of food orders; organising, directing and controlling food and beverage operations for a given theme outlet or function-Italian, Indian, German, French; Japanese; Chinese, Mexican and Kenyan theme parties among others; application of different styles of service to different themes; supervision of production and execution of fine dining; planning, production and service of cocktail parties; supervision of production and service of breakfast and high teas; site visit/excursion.

### **BHT 417. Food and Beverage Service Management III (Theory and Practical)**

Fundamentals in food and beverage management; staffing and work allocation, work methods and human relations skills; increasing profits by maximizing quality, efficiency, and productivity; food and beverage sales promotion; technology use in the food service industry; revenue generation and risk management; physical and mental challenges of managing a full service catering operation; menu management and menu design; food and beverage revenue control; beverage control; customer relations; performance measures site visit or excursion

**BHT 418. Hospitality Financial Management**

Cost, volume, profit (CVP) approach to hospitality management decision making; assumptions, limitations and the break even analysis; the CVP equation and its applications on food, beverage and room sales; investment decisions for development of hospitality facilities, choosing between hiring, buying, and between equipment; cost management in restaurants and hotels; introduction to feasibility studies for hotels and resort establishment; general market characteristics, supply and demand, recommendation of size; financial projections; project evaluation.

**HTM 406. Strategic Management in Hospitality and Tourism**

Introduction to business strategy and decision processes in hospitality and tourism; strategy analysis; strategy choice in hospitality and tourism; strategy implementation in hospitality and tourism: planning and resource allocation, establishing suitable organization, managing change, conflict, governance, social responsibility and team management; special case studies in hospitality and tourism.

**BHT 419. Product Development in Hospitality**

Product profiling; the product lifecycle and product strategies; new product development strategy; new product development process; value chain analysis; organization for new product development; creativity, innovation and adoption; improving the creative process. Each student will be expected to develop and prepare a new product for a specified market; field trip. This unit will be evaluated as a project.

**HTM 410. Public Relations and Resource Mobilisation in Hospitality and Tourism**

Understanding the role of public relations in hospitality; different publics in the hospitality: different perspectives of key players; professional code of ethics; customer relations; public relations and the internet; community relations; international public relations; crisis management and communication; public relations challenges in the 21st century; community mobilization and involvement in tourism; participation; community empowerment; fund-raising.

**BHT 420. Internal Controls in Hospitality Operations**

Characteristics of control systems; labour cost control; food and beverage product control; food cost accounting; maintenance of beverage par levels; point of sale control systems; serving controls; security department and control; control of materials in housekeeping and laundry departments; financial aspects in regard to control: setting of profit targets, determination of departmental profit targets, handling of float cash, petty cash, standing imprests; cost reporting; assessment of results; control of telephone and internet usage.

**BHT 421. Interior Design and Decoration**

Application of principles of art and design elements to furnishing, decorating and equipping a hospitality facility; consideration of aesthetic, economic, safety and social factors; selection and care of various surfaces; effective use of traditional and locally available materials in hotel and restaurant interior design and decoration; site visit.

**HTM 419. Field attachment II (Outside Semester)**

Field attachment for three (3) months to a hospitality business or organization at the end of the 4<sup>th</sup> year aimed at orienting the student to the industry and industry practices; assessment will include field visits by lecturers, organizational supervisors' evaluation and student reports. The assessment shall be on pass or fail basis.

**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**

**LEVEL 400 CORE UNITS (TOURISM)**

**BTM 470. Destination Marketing**

Introduction; the tourism marketing environment; marketing management and service management; product policy planning for tourism; E-marketing; managing service for competitiveness in tourism; innovation in tourism, service gaps Management; Marketing plans for Tourism Enterprises; Destination Marketing. Destination Mix Management; Legal, Social and Ethical issues in Tourism Marketing, Emerging trends.

**BTM 471. Tourism and the Environment**

Perceptions of environment for tourism; the relationship between tourism and the environment; tourism and climate change nexus; economics of tourism and the environment; using tourism to conserve the environment; environmental planning and tourism management. Legislation, audits and management systems; Codes of conduct in tourism; organizations and roles of different stakeholders in environmental planning and management of tourism; the future of tourism and the environment.

**BTM 472. Sustainable Tourism Management**

Concepts and definitions: sustainable development, sustainable tourism; the evolution of the concept. Agenda 21 for travel and tourism industry; sustainability and tourism: basic principles and practices within the industry, Stakeholders involvement: community participation; principles and techniques of formulating integrated plans at national, regional and local levels; legal and institutional framework; case studies; challenges and barriers, emerging trends.

**BTM 473 Domestic and Regional Tourism**

Nature and meaning of domestic and regional tourism, Domestic and regional markets: design & packaging, pricing, information dissemination; products: investigation, analysis and repackaging; stakeholders; holidays, destinations, image; Economics of domestic and regional tourism: seasonality; Stakeholders; Growth: sector attitude, trends; field trip.

**BTM 474. Ecotourism Principles and Practices**

Introduction and concepts; typology; evolution; principles of ecotourism; planning and management; marketing; eco-labeling and certification; ecotourism practices. Eco lodges; code of conduct for ecotourism activities; pros and cons; green washing and ecotourism critiques; codes of conduct; Global, regional and national organizations; stakeholders participation; community involvement; case studies; ecotourism perspectives and applications.

**BTM 475. Tourism Policy and Planning**

Introduction; tourism planning: areas, advantages , consequences of unplanned tourism development, process and procedure, levels, causes of tourism planning failures; Tourism policy: meaning and purpose, Sources, Areas addressed, Structure and content, Process of formulation; Stakeholders in tourism planning: categories, roles, co-ordination and collaboration; Legislation and institutions; National Tourism Policy and the Tourism Act, national, regional and international tourism policy and planning; Case studies; Emerging trends.

**BTM 476. Tourism Product Development and Innovation**

Nature of the Tourism product; tourism product profiling; characteristics of the tourism product; value-chain analysis of the tourism product; role of stakeholders in product development; new product development process; tourism product life cycle; product strategy: new-to-the-world / innovative products; innovation adoption in tourism; line extensions; repositioned products; product diversification, improvements and revisions, creativity and innovation; Kenya's tourism product; emerging issues; field trip.

**PROGRAMME STRUCTURE**

HTM 802 Statistics

Descriptive and inferential statistics to include parametric and non-parametric statistics and their uses in data analysis and hypothesis testing; graphic presentation of data; univariate and multivariate analysis; tabular analysis and computer application used for statistical analysis.

PUC 800:        Research Methods

Foundations of research; philosophy and rationale of conducting research; The research process; types of research; qualitative and quantitative approaches; conceptual and theoretical frameworks; statement of the problem, objectives, hypotheses and research questions; Forms of literature review, research designs; sampling theory; data collection; reliability and validity in research; pre-testing vs pilot tests; data analysis techniques; format for research proposal and thesis writing; report writing; dissemination and publishing techniques.

HTM 858        Tourism Investments and Enterprise Development

Benefits of sustainable tourism investment for local communities and economies; Tourism Project Definition, Design, and Promotion; Sustainable tourism investment projects financing; Financial Feasibility study; Sustainable partnerships in Tourism resource mobilization; Monitoring and Evaluation of Sustainable Tourism Investment and Finance Projects; Tourism investment environment in Kenya; Sustainable tourism investment trends and opportunities; case studies

HTM 850:        Sustainable Tourism Planning and Policy

Socio-economic and Environmental Impacts of Tourism; Sustainability: principles, techniques; Conventional mass versus new forms of tourism; Sustainable tourism policy and planning; Sustainable Tourism Stakeholders: industry structure and organizations; partnerships in development of tourism; tourism development planning process; regional tourism planning; planning and development at site level; resort planning and development; planning and development issues in urban and rural areas; debates and issues.

HTM 851:        Tourism Economics

Household micro-economics: demand and supply theories; utility analysis: cardinal & ordinal utility theories; economics of tourism markets: perfect competition, monopolistic markets, monopoly markets; economics of tourism sectors: economic analysis of hotel operations; airline economics; travel agency economics; tour operator economics; macro-economics: national income accounting; foreign exchange, economic tourism, development and growth; public finance, money and banking.

HTM 852:        [Destination Management and Marketing](#)

The nature of tourism destinations; destination planning and policy; regional destinations management; protected areas management; destination-based management strategies; destination benchmarking;

destination-based marketing strategies, branding and destination competitiveness; research and image communication; strategic positioning and performance of tourism; consumer experiences and perceptions; complaints management; case studies.

HTM 853: Tourism Legislation and International Conventions

International legal conventions in civil aviation: Warsaw convention, Montreal convention, Chicago convention; EU directive on tour packaging; Regional tourism conventions and treaties: the EAC Tourism and Wildlife Management legislation, African Union/ NEPAD action plan; Specific local legal requirements in running tourism firms; Liquor control Act; Relevant local legislations: Tourism Act, the Wildlife Act; Case studies on the application and implications of the above legislations and conventions

HTM 854: Tourism Governance and Regional Development

Tourist destination governance: challenges and concerns; community involvement; approaches in new tourist destinations; conflicting governance; effective community destination governance; destination governance decision making; roles of stakeholders; economic governance; regional development policy approach and development; tourism infrastructure for regional development; regional economic development; devolution and diversity; Case studies

HTM 856: Tourism Technology and Innovation

Types of information systems in the tourism industry; impacts of information technology on tourism business; electronic marketing for the tourism, hospitality, and entertainment industries; developing an IT strategy for tourism-oriented business: pricing, advertising, usability, and design; electronic supply chain management and global distribution systems; evolution of information systems; change management

HTM 812: Thesis

**Tourism thesis is a major research undertaking spanning period of one (1) year conducted by graduates at the master's degree level. The project represents tourism research geared at solving an identified problem in the in the tourism system. A lecturer chosen by the Department will guide the students on their selected topic. The project will be a scientific research culminating in a written dissertation between 10,000 and 15,000 words. During the study period, the student will have participated in at least two (2) post graduate peer review seminars conducted by the Department**



## ELECTIVES

### HTM 810: Events and Conferences Management

Meetings, incentives, conventions and events (M.I.C.E) as a global industry; MICE industry and the tourist destination; the meeting and event stakeholder perspectives; tourism strategy for a M.I.C.E destination. case studies, strategy design; issues in planning, budgets, management and control; sponsorship, mega events; key issues in dealing with exhibitions and exhibitors; marketing strategies; current issues.

### HTM 857: Managing Tourism Distribution and Intermediaries

Nature and functions of contemporary distribution systems and intermediaries in tourism; integrated destination distribution networks; destination marketing and distributions policy; development developments, trends and challenges in tourism distributions; emerging issues in tourism distribution.

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### MIT 900: Research Thesis

Tourism thesis is a major research undertaking conducted by graduates at the PhD level. The thesis represents tourism research geared at solving an identified problem in the tourism industry. The students will be expected to develop a concept paper and present it to a departmental postgraduate board for approval. Upon approval, the student will be allocated supervisors to guide the student in research proposal and thesis development. The completed thesis will be a scientific research culminating in a written dissertation which shall be subjected to both internal and external examination.