

DIPLOMA IN TOURISM MANAGEMENT COURSE DESCRIPTIONS

HTM 021: Introduction to the Hospitality and Tourism Industry

History of tourism, hotels and restaurants; structure and characteristics of the hospitality and tourism industry; classification of hotel properties; classification of hotels in Kenya; hotel departments and their functions; meal and drink experience; meetings, conventions, and expositions; meaning of 'travel', 'tourism' and 'tourist'; tourists concerns and needs; customer satisfaction; quality service; travel product; classification of tourists; travel motivations; the impacts of tourism.

BTM 050: Introduction to Travel and Tour Operations

The travel sector; travel and the tourism systems, evolution of travel; careers in travel and tourism; leisure travel; importance of air travel; roles of tour operator and travel agents; cruise industry sector; meetings and travel; product packaging; tour operator types and distinctions; the tour operator and inclusive tours; tour programming and packaging; ethics and etiquette; technology in travel and tour operations; emerging issues.

BTM 051: Communication Skills in Tourism

Principles and methods of effective communication; verbal communication approaches; body language, etiquette; writing skills; publicity language and presentation skills; use of technology in communication; formal and informal reports; meetings and minuting; visual presentation skills, reading skills; mass communication; listening skills.

HTM 027: Introduction to Hospitality and Tourism Marketing

Introduction to hospitality and tourism marketing; marketing concepts; hospitality and tourism marketing environment; traditional and hospitality and tourism marketing mix; understanding the behaviour of hospitality and tourism consumers; hospitality and tourism market segmentation.

BTM 052: Customer Service

Personal grooming and self presentation; telephone etiquette; trust and rapport building; active listening skills; problem solving; defusing anger; stress control; managing customer expectations; conflict management

HTM 030: Principles of Management in Hospitality and Tourism

Managing service enterprises; Nature and scope of management; levels of management; management practice, evolution and ethics; structure and systems; systems approach to management; modern management approaches; application of functions of management in hospitality and tourism planning; organising; staffing as a line function; directing; controlling; motivation.

BTM 053: Introduction to the History of East Africa

Early History; Afro-Arab contact along the East African Coast; Portuguese presence; early missionaries; migration and settlement in the hinterland;

Omani rule; coming of Europeans to East Africa; colonial rule in East Africa up to 1920; economic and political developments in East Africa 1920-1945; struggle for independence in East Africa; post-independence period.

BTM 054: Peoples and Culture of East Africa

Introduction: role of culture in tourism; culture in East African societies; cultural history and traditions of selected societies; culture, religion and power; origins of the peoples of East Africa; inter-family relationships among peoples of East Africa; languages of the peoples of East Africa; indigenous education, music and dance; religion and culture; commodification of culture; emerging trends; field trip.

BTM 055: Nature and Wildlife knowledge

Introduction to knowledge of wildlife; introduction to ecology and ecosystems; history and development of wildlife conservation and management; wildlife based tourism; introduction to national parks and reserves; effects of tourism on wildlife; wildlife and community based tourism: economics of wildlife based tourism, equity and wildlife based tourism; mammals of East Africa; birds of East Africa; vegetation and vegetation zones; field trip.

HTM 033: Enterprise Development in Hospitality and Tourism

Definition of terms; hospitality and tourism enterprises; hospitality and tourism business idea generation; personal qualities for success; market and competitor analysis; business models for hospitality and tourism enterprises; planning for profitability in a small hospitality and tourism enterprise; business growth strategies; business finance; opportunities and challenges; business models; managing quality, performance and people; excursion.

BTM 056: Tourism and the Environment

Introduction to the environment; ecology; relationships between tourism and the environment; visitor management techniques; environmental carrying capacity and tourism; environmental impact assessment; environmental planning; tourism and environmental regulations: agenda 21, local legislation, international conventions; environmental emerging.

BTM 057: Introduction to Travel Geography

Kenyan and world travel destinations, including the exploration of principal geographic features and attractions; customs and traditions, habits, festivals, and events; travel to the destination; local modes of transportation; sample tours and excursions; accommodation; additional services; major airline and airports, city codes; field trip.

HTM 035: Computer Applications in Hospitality and Tourism

Introduction to Information Systems and IT; computer hardware and software for hospitality and tourism; computer networks and telecommunications; electronic commerce; E-information and distribution systems; Computer Reservation Systems (CRS) and Global Distribution Systems (GDS); Property Management Systems and Point of Sale (POS) Systems; Accounting, Control

and Production Systems; Human Resource Management Systems; Safety, Security and Physical Plant Systems.

BTM 058: Introduction to Research Methods in Tourism

Introduction to research methods; formulating the research problem; searching for research information; research design and methods; data collection techniques; population and sample; data analysis; proposal format; report writing and presentation.

BTM 059: Tour Operations Techniques

Tours and travel industry structures; types of tour operators; types of tours; tourist circuits; itinerary planning; tour costing; reservations; the tour file; professional ethics and etiquette; tour office administration; tour operations cycle: market research, capacity planning, negotiation, contracting, marketing; sales techniques in tour operations; customer care; field trip.

BTM 060: Travel Agency Techniques

Introduction to the travel agency business; types of travel agents; roles of travel agents; computer reservations; introduction to airline operations; baggage handling; geography of travel; travel formalities; travel products: transport, entertainment, inclusive tours, accommodation, air transportation; ancillary services: meet and greet, technology; airline reservations, insurance, merchandise; travel sales techniques.

BTM 061: Introduction to Statistics in Tourism

Introduction to statistics; Statistical applications in Tourism, probability statistics; descriptive statistics; measures of central tendency; inferential statistics; correlation; statistical distribution; presentation of data, computer applications.

HTM 042: Introduction to Hospitality and Tourism Accounting

Overview of hospitality and tourism accounting; accounting equation and balance sheet; principles of accounting; business transactions recording and ledger entries; asset of stock- return of goods, income and expenditure; closing the books; the trial balance; profit and loss statement; balance sheet.

BTM 062: Introduction to Airfare and Ticketing

Three letter country and city code; journey concept; IATA regions; flight classification; fare construction and selection criteria: fare type, carrier selection; mixed class travel; single sector on a higher class, consecutive sectors on a higher class; ticketing, e-ticketing; traffic documents, baggage check.

BTM 063: Tourism Planning and Development

Introduction to tourism planning and development; approaches to tourism planning; tourism development in Kenya: past and present; levels of tourism planning; the planning process; destination life cycle and planning; tourism product planning; roles of stakeholders in tourism planning; field trip.

BTM 064: Tourism Facilities Management

Types of tourism facilities; operational planning and site layout; work scheduling; occupational health, safety and security; disaster preparedness and management; products and services design; facilities location and design; maintenance; energy management; work measurement and standards; production and work scheduling and control; inventory management and capacity; and quality standards and control.

BTM 065: Tourism Service Quality Management

Types of services; nature of service; development of service systems: composition of service package, service delivery systems; client management and participation; service culture; customer-focused service system; service quality; measures of service quality pricing services; service performance indicators.

BTM 066: Tourism Project

This is an integrated supervised program that puts together knowledge acquired from the various units of the program. It is designed with the requirement that each student develops a research problem, collects data and writes a report with conclusions and recommendations that are aimed at addressing the identified problem. The project evaluation will be based on the report, which will be worth 100% marks.

BTM 067: Ecotourism

Introduction; evolution of ecotourism; planning and management; sustainable tourism principles; ecotourism markets; typology of ecotourism and ecotourists; eco-labeling and classifications of operators and facilities; codes of conduct; case study analysis: ecotourism perspectives and applications; emerging issues in Ecotourism; field trip.

HTM 045: Industrial Attachment (Practicum) – Outside Semester

This unit exposes the student to industrial attachment in a tourism or travel organization for a period of six months outside the semester. The assessment will be based on industry evaluation and University supervisors' reports.