



Diploma in Travel & Tourism Management

A travel and tourism career is a valuable opportunity for candidates interested in obtaining top management in tourism industry. The field is diverse and can encompass a variety of businesses including casinos, resorts, hotels, and restaurants.

Why does the course exist – Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Without full training, it is impossible to understand and fulfil customer needs and requirements.

How does it fit into the larger programme – The travel, resort, leisure, and tourism industry is expected to grow as more people enjoy trips with increases in their disposable income.

For who it was designed – Certificate in Business Studies & Internet Technology or Diploma holders from different disciplines interested in pursuing a career in tourism industry.

How it will benefit candidates – As the travel, leisure, and tourism industry continues to grow, the demand for professional managers and service workers is also expected to rise. Tourism is the fastest growing industry in the world.

Subjects:

- Tourism Management
- Travel & Tourism Marketing
- Tourism Law
- World Geography
- GDS Fares & Ticketing

Tourism Management - tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. Tourism is a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Tourism encompasses: outbound and inbound tourism. The tourism industry is divided into five different sectors: *accommodation, food and beverage services, recreation and entertainment, transportation and travel services*. The tourist industry can be an important part of a country's economy: in Britain it employs more than two million people.

Travel & Tourism Marketing - marketing techniques associated with hotel, restaurant, and travel fields with emphasis on identifying and satisfying needs of customers; including marketing research and analysis, marketing strategies, marketing plans, salesmanship, and advertising.

Tourism Law - the nature and function of the legal system as applied to hospitality, restaurant and travel operations. Operator/guest relationships, contracts, torts, civil rights, and insurable risks are emphasized. From medieval times, the common law has placed uniquely high legal responsibility

on the innkeeper. Fearful that innkeepers were working in conjunction with highwaymen who rob travellers, the law imposed strict liability on the innkeeper when a guest's property was stolen during his/her stay. As the law has evolved, this doctrine has survived and affects the rights of hotel guests relating to premises liability, property theft and personal injury. This legal precedent holds hotels to much a higher standard when contrasted with the liability of other large real estate owners.

Hotels are truly a world in microcosm. The risk is daunting. Even with a full team of experts (the asset manager, hotel manager, security expert, and insurance broker) working full time to prevent being sued, it is a virtual certainty. These are some of the daunting tasks: *Management Agreements* - the hiring of professional management companies has become prevalent and a clear definition of the role is essential. *Franchise Agreements* - the trend in the hospitality industry is that hotels are more likely to be operated under universally recognised "flags" and less often as independent hotels. *Construction Contracts* - even when there is not a change in brand, hotels are constantly renovating, and, due to the finances involved, these renovations most often take place while the hotel remains open. *Environmental Law* - environmental risk is a reality in the everyday operation of a hotel. Meeting standards for outside air intake, mould risks, asbestos management during renovation and maintenance, lead-based paint maintenance and leaking underground tanks are universal concerns. *Sustainable Development And Building Green* - eco-friendly and Leadership in Energy and Environmental Design (LEED) certified hotels are now the norm today. Hotels are becoming leaders in energy savings, sustainable development practices and the use of environmentally friendly construction materials. *Zoning, Building Code, Landmark And Disability Requirements* - hotel development in and of itself requires a full array of legal expertise in zoning, landmarks laws, environmental requirements, building codes, fire codes, scaffold laws, handicap accessibility laws and other local laws, regulations and administrative requirements. *Leasing* - leasing has increasingly become a significant component of hotel law practice. High end retail stores, restaurants and health clubs have seen the benefit of leasing space in luxury hotels. *Defence of insurance claims* - insurance defence is an essential component of hotel law. It is clear that the hotel can recognise cost savings by incorporation of aggressive claim investigation and defence policies into day-to-day hotel operation. *Legal Liability Audits* - limiting or preventing claims relating to the hotel's premises can be accomplished by the conducting of a legal liability audit; lighting dimly lit areas and eliminating labyrinthine corridors or stairways will help prevent slip-and-fall cases and decrease liability due to inadequate security. *Counsel's familiarity with the hotel business and the locality* - defence of the insurance claim is most effective when defence counsel is familiar with the hospitality industry, the client and the locality; detailed knowledge of the hotel industry and its inner workings in personnel practices, hotel facilities management and recordkeeping goes a long way toward bringing about a favourable and minimal settlement.

World Geography – The study of world continents and major features in different countries. The course explores facts about the diverse geography of planet Earth: oceans, seas, rivers, maps, longitude and latitude.

GDS Fares & Ticketing – Travel is the fastest growing industry in the world. In many ways the ticketing system can hold the key to success in any transport. This means that no matter how good the rest of the transport system - its integration, reliability, user-friendliness, etc., - the Fares And Ticketing System can make that vital difference which either attracts or repels passengers.