## Diploma

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| TITLE: Principal of Tourism and Hospitality |
| Module Code:  Module: Principal of Tourism and Hospitality  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   The hospitality and tourism industry encompasses (Includes) lodging, travel and tourism, recreation, amusements, attractions, resorts, restaurants, and food beverage service.  The hospitality and tourism industry also maintains the largest national employment base in the private sector.  Tourism Is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.  Hospitality refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers. |
| 1. Module Objectives   Students will learn what the Principal of Tourism and Hospitality is  Students will learn the meaning of Tourism  Students will learn what is the meaning of Hospitality  Students will learn what is what the Hospitality in Tourism industry all about |
| 1. Learning Outcomes:   Understand what does Principal of Tourism and Hospitality means  Understand the meaning of Tourism  Understand the meaning of Hospitality  Understand what the Hospitality in Tourism industry all about |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Introduction to Principal of Tourism and Hospitality |
| 1.1 Introduction to Principal of Tourism and Hospitality  1.2 Explain the career pathways in this industry.  1.3 Describe the forms of Tourism.  1.4 Explain the types of tourism. |
| 2. Describe the Alternative form of Tourism |
| * 1.4.1 Discussion on Tourism and the Categories. * 1.4.2 Brief Explanation on Types of Tourism.   1.5 Describe the Alternative form of Tourism  1.6 Describe what Hospitality in Tourism is.  1.7 Describe on Lodging and Accommodation.  1.8 Describe the Three Main Types of Hotel Lodging |
| 3. Discussion on F& B In hotel industry. |
| 1.9. Discussion on F& B In hotel industry.  1.10 Explain what is Travel and Tourism   * 1.10.1 Explain the rough idea of Entertainment Industry |
| 4. Describe and Brief about Entertainment Industry in Hospitality. |
| 1.11. Describe and Brief about Entertainment Industry in Hospitality.   * 1.11.1 Explain on Activities in Entertainment Industry.   1.12. Describe about Time Share.   * 1.12.1 Explain and discuss about Rules in Timeshare. |