

Curriculum of THHM (Tourism, Hospitality and Heritage Management) Program

Notes:

Course Title	Code	Credit Hours	Lecture	P / T*	Total
Introduction to T&H** Industry	15/11/2/101	3	3	-	3
Introduction to T&H Industry Economics	15/11/1/102	3	3	-	3
Management of T & H Establishments	15/11/2/103	3	3	-	3
Tourism & Geography	15/11/1/104	3	3	-	3
English Language & Terminology (1)	15/11/2/105	3	2	2	3
Accounting for the T&H Industry	15/11/2/106	3	2	2	3
Legislations in Tourism, Hospitality and Heritage	15/11/1/107	3	3	-	3
Consumer Behavior in the T&H Industry	15/11/1/108	3	2	2	3
History & Archeology of Egypt	15/11/1/109	3	2	2	3
English Language & Terminology (2)	15/11/1/110	3	2	2	3
Tourism Planning	15/11/1/211	3	2	2	3
Marketing for the T&H Industry	15/11/2/212	3	2	2	3
Hotel Operations Management	15/11/2/213	3	3	-	3
Restaurant Management	15/11/2/214	3	3	2	3
Human Resources Management in T & H	15/11/2/215	3	3	-	3
Hotel Front Office Management	15/11/2/216	3	2	2	3
Travel Agency Operations and Management	15/11/1/217	3	2	2	3
Heritage Tourism Management (1)	15/11/1/218	3	3	-	3
Museum Studies	15/11/1/319	3	3	-	3
Information Technology in Tourism, Hospitality and Heritage	15/11/1/320	3	2	2	3
International T & H Management	15/11/2/321	3	3	-	3
Room Division Management	15/11/2/322	3	2	1	3
Quality Management in the T&H Industry	15/11/2/323	3	3	-	3
New Trends in International T & H Marketing	15/11/1/324	3	3	-	3
Environmental Management in the T & H Industry	15/11/1/325	3	3	-	3
Heritage Tourism Management (2)	15/11/1/326	3	3	-	3
Innovation Management in the T&H Industry	15/11/2/427	3	3	-	3
Entrepreneurship in the T&H Industry	15/11/2/428	3	3	-	3
Feasibility Study for T & H Projects	15/11/2/429	3	2	2	3
Tourism Convention & Event Management	15/11/1/430	3	2	1	3
Tourism Sustainable Development	15/11/1/431	3	3	-	3
Strategic Management for the T&H Industry	15/11/1/432	3	3	-	3
Heritage Conservation	15/11/1/433	3	3	-	3
Undergraduate Applied Research	15/11/2/434	3	1	4	3

- *P / T = Practical / Tutorial*
- **T&H = Tourism and Hospitality –**
- Tourism and Hospitality courses are taught jointly by the two departments.

❖ **Courses with Pre-Requisites:**

- **English Language & Terminology (1) is a pre-requisite for English Language & Terminology (2).**
- **Management of Tourism and Hospitality Establishments is a pre-requisite for Strategic Management for the Tourism and Hospitality Industry.**
- **Marketing for the Tourism and Hospitality Industry is a pre-requisite for New Trends in International Tourism and Hospitality Marketing.**

Total Elective Credit Hours = 30

Course Title	Code	Credit Hours	Lecture	Practical	Total
Catering Management	15/11/2/241	3	3	-	3
Tourism and the Society	15/11/1/242	3	3	-	3
Management Ethics in the T&H Industry	15/11/2/243	3	3	-	3
Economics of Tourism Transportation	15/11/1/244	3	3	-	3
Managerial Communication in the T & H Industry	15/11/2/245	3	2	2	3
Food Production and Menu Planning	15/11/2/346	3	2	2	3
Destination Management in Tourism	15/11/1/347	3	3	-	3
Resort & Spa Management	15/11/2/348	3	3	-	3
Food & Beverage Management	15/11/2/349	3	3	-	3
Hotel Design and Equipment	15/11/2/350	3	2	2	3
Airlines Services and Management	15/11/1/351	3	3	-	3
Crisis Management in the T&H Industry	15/11/1/452	3	3	-	3
Heritage and Hospitality	15/11/2/453	3	2	2	3
Revenue Management in the T&H Industry	15/11/2/454	3	2	2	3
Organizational Behavior in the T&H Industry	15/11/1/455	3	-	3	3
Statistics & Forecasting in Tourism	15/11/1/456	3	2	2	3