

### **Program general aims:**

**By the end of this program, the student should be able to:**

- 1/1 State the components of tourism, hospitality, and heritage industry.
- 1/2 Set up self-skills, effective communication, and public relations necessary to work in the tourism and hotel sectors.
- 1/3 Demonstrate the legislations and ethics that regulate all business and activities in tourism, hospitality, and heritage industry.
- 1/4 Apply the contemporary research methods related to tourism, hotels and heritage management.
- 1/5 Use the language skills in English and the familiarity with terminologies related to tourism, hospitality, and heritage industry.
- 1/6 Illustrate the safety and public health requirements necessary for different Tourism and hotels business.
- 1/7 Discuss the approaches for heritage preservation and management.
- 1/8 Discuss the different policies and procedures for solving problems, crises and emergency situations in tourism and hotels fields.
- 1/9 underline tourism and hospitality impact on economics and politics
- 1/10 Effectively use the geographical information in the tourism field.
- 1/11 Apply relevant technology to the management in the field of tourism and hotels.
- 1/12 Explain the different schools of management and operations in tourism and hospitality
- 1/13 Collect, Organize, and analyze data.
- 1/14 Propose innovative ideas for tourism projects
- 1/15 Discuss the diverse cultures, and the various behavioral patterns
- 1/16 Underline the principles and characteristics of customer service, and stakeholders' interest.
- 1/17 Explain the principles of quality in managing tourism and hospitality business.