

The ARS general objectives:

The program aims to:

- 1- Provide the basic knowledge in the tourism and hospitality industry.
- 2-Keep students up to date with the changes and developments that arise in the work environment.
- 3-Provide a professional, creative, dynamic, and supportive learning environment.
- 4-Equip students with the necessary values, skills, and processes to embark on a successful, professional career in the tourism and hospitality sectors
- 5-Teach students the value of effective leadership through partnerships and collaboration.
- 6-Provide an excellent cultural and heritage management education.
- 7-Develop young adults into professionally sound, and socially and environmentally responsible individuals.
- 8- Reflect current industry practices through field trips and lectures with industry experts.
- 9-Teach students the laws and legislations related to the tourism and hospitality sectors and the regulations governing the rights and duties of workers in the field.
- 10- Develop the efficiency of the students' verbal and written communication skills in English,
- 11- Provide students with the quality standards to realize and retain excellence and quality in their chosen profession.
- 12- Develop and refine students' critical thinking and analysis skills.
- 13- Provide students with the basic knowledge and ethics in core management.

The ARS Academic standards:

1- Knowledge and understanding:

The graduate will be able to know and understand the following:

1. The basic knowledge and theories related to tourism and hospitality activities at the local and international levels.
2. The political, economic, social, cultural and environmental dimensions of tourism business activities and hospitality
3. The development of different civilizations and the role of each civilization in achieving global communication.

4. The principles of scientific research in the field of tourism and hospitality.
5. The approaches and practices of management
6. The full range of stakeholders' interests in making management decisions and critically evaluate their impacts
7. The ethical issues likely to arise in the conduct of business and professional practice
8. The key laws and business skills.
9. the basics of safety and the principles of public and occupational health

2- Intellectual skills: The graduate will be able to:

- 1- Classify decisions according to the requirements of the work environment.
 - 1- Distinguish the diverse cultures and customers' motives.
 - 2- Conclude the interrelationships among the parties representing the tourism and hospitality industry.
 - 3- Evaluate the effects of change on and within organisations and their responses
 - 4- Evaluate the application of management approaches and techniques to industrial situations

3- Practical and Professional skills:

The graduate should be able to:

- 1- Use the appropriate modern technologies in the field of work
- 2- Deal with the behaviors, etiquettes, and ethics of the profession.
- 3- Serve clients of different nationalities.
- 4- Conduct the administrative and technical tasks related to his field of work.
- 5- Communicate, employ, and use the professional terminology in English.
- 6- Comply with the changes in the business environment.
- 7- Make proper management decisions
- 8- Apply multi-disciplinary management techniques to complex problems, analyze results, draw appropriate conclusions, and present the results in an appropriate format
- 9- Formulate solutions through dialogue with peers, clients, and the wider community



4- General and transferable skills: The graduate will be able to:

- 1- Communicate effectively with others.
- 2- Interact and work with the team.
- 3- Accomplish the assigned tasks within the specified timeframe.
- 4-Self-learn.
- 5-Provide effective presentations and reports.