

# **BSc (Hons) Tourism, Leisure & Recreation Management - LM433**

## **1. Objectives**

The undergraduate programme in Tourism, Leisure and Recreation Management prepares students to design, manage, and deliver tourism, leisure and recreation services to a variety of people in diverse settings. Tourism, Leisure and Recreation, being one of the largest global industries, require higher levels of professionalism. This undergraduate programme in tourism, leisure and recreation management prepares students to assume managerial, supervisory and leadership responsibilities in various tourism, leisure and recreation management agencies. The specific objectives of this programme will be as follows:

- (i) To obtain an understanding of the meaning of tourism, leisure and recreation in the Mauritian context;
- (ii) To have a broad overview of leisure services in Mauritius;
- (iii) To establish a common base of knowledge regarding historical and philosophical concepts of tourism, leisure and recreation;
- (iv) To acquaint students with a variety of professional tourism, leisure and recreation settings and programmes; and
- (v) To provide the basic foundations needed for continued professional development by students interested in tourism, leisure and recreation studies.

## **2. General Entry Requirements**

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

## **3. Programme Requirements**

Credit in five (5) subjects at 'O' Level including Mathematics.  
2 GCE 'A' Level passes.

## **4. Programme Duration**

	<b>Normal (Years)</b>	<b>Maximum (Years)</b>
Degree:	3½-year sandwich course (7 semesters)	5½-year sandwich course (11 semesters)

## **5. Credits per Year**

Minimum 18 credits, Maximum 48 credits, subject to Regulation 4.

## **6. Minimum Credits Required for Award of Degree: 111 (including 6 credits for practicums).**

Breakdown as follows:

<b>Degree</b>	<b>Core taught modules</b>	<b>Dissertation</b>	<b>Elective modules</b>	<b>GEMs</b>	<b>Practicums</b>	<b>Total</b>
Credits	87	6	6	6	6	111

## **7. Assessment**

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-hour (for a semester module) or 3-hour (for a yearly module) duration as specified and continuous assessment carrying a range of 20% to 30% of

total marks. Continuous assessment will be based on two (2) assignments and should include at least one class test per module per year.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum thresholds within the individual continuous assessment and written examination.

Most modules in the structure are **yearly modules** which are taught over a period of two semesters and examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hrs at the end of the semester in which the module is run.

## 8. **Practicums**

The course curriculum includes 2 types of practical training, one internship focusing on hands-on experience in the tourism, leisure and recreation sectors (6 months) and another (short term training) emphasising programming and administration (at the end of each semester).

**Practical Training (Internship)** – The 3½ year degree programme includes a minimum of 6 months gaining practical experience outside the university at the end of year two. It will normally involve exposure to managerial work in industry. It will help to improve students' maturity and skills base and give them the opportunity to 'test' in real life situations what they have learnt in theory. It will also enhance student's employability. Two reports must be produced at the end of the internship: one by the student and one by the supervisor in the workplace. Internship of at least 6 months duration, accounting for 6 credits, must be satisfactorily completed for the award of the degree.

**Short Term Training** – Apart from the 6 months internship, students will also be exposed to classroom projects, independent study and practical training in tourism, leisure and recreational sectors. Students will be encouraged to go for short periods of practical training after each semester. A report will also be required by the students after each short period of practical training.

## 9. List of Modules

### CORE MODULES

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
CSE1010e(1)	Introduction to Information Technology	O.E.	3
DFA 1019Y(1)	Accounting & Costing in Tourism, Leisure & Recreation	3+0	6
ECON 1193(1)	Economics of Leisure and Tourism	3+0	3
LAWS 1209(1)	Tourism, Leisure & Recreational Law	3+0	3
MGT 1028Y(1)	Principles of Tourism, Leisure & Recreation	3+0	6
MGT 1111(1)	Organisation and Management	D.E.	3
STAT 1010 (1)	Statistics I	D.E.	3
MGT 1030Y(1)	Marketing For Tourism & Leisure	3+0	6
MGT 1233(3)	Human Resource Management for the Service Sector	3+0	3
MGT 1232(1)	Operations of Services	3+0	3
MGT 2068Y(3)	Sports and Recreation Facilities Management	3+0	6
MGT 2069Y(3)	Sustainable Tourism	3+0	6
MGT 2070Y(3)	Service Quality Management in Tourism, Leisure & Recreation	3+0	6
MGT 2071Y(3)	Conventions, Festivals & Events Management	3+0	6
MGT 2239(3)	Research Methods for Tourism and Leisure	3+0	3
MGT 2240(3)	IT Applications in the Tourism, Leisure & Recreation Industry	3+0	3
MGT 3069Y(5)	Tourism Planning	3+0	6
MGT 3070Y(5)	Transport & Travel Management	3+0	6
MGT 3071Y(5)	Strategic Management for Tourism, Leisure & Recreation	3+0	6
MGT 3000Y(5)	Dissertation	-	6
MGT 3099(5)	Practicums	6 mths	6

### ELECTIVE MODULES

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
MGT 3072Y(5)	Resort Management & Leisure Programming	3+0	6
MGT 3073Y(5)	Destination Management	3+0	6
MGT 3074Y(5)	International Tourism & Cultural Dynamics	3+0	6

**10. Programme Plan - BSc (Hons) Tourism, Leisure and Recreation Management**

**YEAR 1**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 1028Y(1)	Principles of Tourism, Leisure & Recreation	3+0	6
STAT 1010(1)	Statistics I*	D.E.	3
CSE 1010e(1)	Introduction to Information Technology**	O.E.	3
MGT 1233(3)	Human Resource Management for the Service Sector**	3+0	3
DFA 1019Y(1)	Accounting & Costing in Tourism, Leisure & Recreation	3+0	6
MGT 1030Y(1)	Marketing For Tourism & Leisure	3+0	6
ECON 1193(1)	Economics of Leisure and Tourism*	3+0	3
MGT 1111(1)	Organisation & Management*	D.E.	3
LAWS 1209(1)	Tourism, Leisure & Recreational Law*	3+0	3

**YEAR 2**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 2239(3)	Research Methods for Tourism and Leisure*	3+0	3
MGT 2068Y(3)	Sports and Recreation Facilities Management	3+0	6
MGT 2069Y(3)	Sustainable Tourism	3+0	6
MGT 2070Y(3)	Service Quality Management in Tourism, Leisure & Recreation	3+0	6
MGT 2071Y(3)	Conventions, Festivals & Events Management	3+0	6
MGT 2240(3)	IT Applications in the Tourism, Leisure and Recreation Industry**	3+0	3
MGT 1232(1)	Operations of Services*	3+0	3

**YEAR 3**

<b>Code</b>	<b>Module Name</b>		<b>Credits</b>
MGT 3099(5)	Practicums	6 months	6

**YEAR 3 + YEAR 4**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 3069Y(5)	Tourism Planning	3+0	6
MGT 3070Y(5)	Transport & Travel Management	3+0	6
MGT 3071Y(5)	Strategic Management for Tourism, Leisure & Recreation	3+0	6
MGT 3000Y(5)	Dissertation	-	6
<b>ELECTIVES CHOOSE ONE FROM</b>			
MGT 3072Y(5)	Resort Management & Leisure Programming	3+0	6
MGT 3073Y(5)	Destination Management	3+0	6
MGT 3074Y(5)	International Tourism & Cultural Dynamics	3+0	6

## **NOTES:**

**Submission Deadline** for dissertation:

**Final copy:** Mid October in the final year of the programme.

- 1) It is compulsory for students to complete a dissertation of 8,000 to 10,000 words. This dissertation should start in Year 3 or Year 4, carrying 6 credits.
- 2) Students will have to complete a minimum of one (1) General Education Module (GEMs) of six (6) credits over the full 3½ years of Programme of Studies. List of GEMs will be posted on Faculty Notice Boards at the start of every year.

### **Modules carrying asterisk(s):**

\*These are 3-credit modules, which will be run and examined at the end of the **first** semester.

\*\*These are 3-credit modules, which will be run and examined at the end of the **second** semester.

## **11. Outline Syllabus**

### **CSE 1010e(1) - INTRODUCTION TO INFORMATION TECHNOLOGY**

IT and Computers; Stepping in the Computer; Input and Output Devices; Secondary Storage; Programming; Systems Software; Applications Software; Systems Development; Computer Networks; The Internet; Computer Security; Software Utilities; Issues and Trends in IT.

### **DFA 1019Y(1) - ACCOUNTING & COSTING IN TOURISM & LEISURE**

Types of financial transactions, Recording and processing of financial transactions, Preparation of final accounts, Accounting for fixed assets, Stocks and credit transactions, Cash management, Accounting for recreation and leisure clubs, Interpretation and assessment of financial information, Basic cost concepts, Costing a product or service, Pricing a product or service, Accounting for Contribution, Introduction to decision accounting, Planning and budgeting, Standard costing and flexible budgeting, Variance analysis, Accounting for capital investment decisions, Emphasis will be laid on accounting/costing concepts and practices as applicable to the tourism, leisure and recreation sector.

### **ECON 1193(1) - ECONOMICS OF LEISURE & TOURISM**

Economic problem, Demand & supply Analysis, Price system, Demand forecasting and estimation, Applications to tourism industry, Market structures, Growth and Development of the Tourism & Leisure industry, Role of Government, Impact of Tourism & Leisure on environment, Future of Tourism & Leisure Industry.

### **LAWS 1209(1) - TOURISM, LEISURE & RECREATIONAL LAW**

Legal concepts, The legal framework for tourism, leisure and recreational activities, Principles governing the law of obligations, Analysis of specific contracts such as Sales, Agency, 'Contrat d'entreprise', Legal responsibility of operators, Labour law, Workers compensation Act, Tourism Act, Workers compensation Act, Principles of Licensing for Tour Operators, Basic principles of the law of Tort (Negligence, Vicarious Liability & Defamation).

### **MGT 1028Y(1) - PRINCIPLES OF TOURISM, LEISURE & RECREATION**

Introduction to leisure in society (role, concepts and principles), The relationship between tourism, leisure and recreation, The tourism system, Tourism through the ages, Tourism markets, Understanding tourist behaviour, Tourism distribution systems, Destinations, The tourism product, Introduction to tourism impacts and planning, Role of public/private sector organisations, The future of tourism, Basic concepts in outdoor recreation, Motivation and choice, Special groups and special needs, Outdoor recreational resources, Outdoor recreation and the environment, Recreation resource management, Outdoor recreation in rural and urban areas, National parks management, Outdoor recreation and tourism, Recreation in a changing world.

### **MGT 1030Y(1) - MARKETING FOR TOURISM & LEISURE**

Definition of Marketing & Marketing as Relationship Management in tourism and leisure sectors, Characteristics of services and distinctive aspects of service management, Marketing orientations and the

market environment affecting tourism and leisure, Research for marketing in tourism and leisure, Consumer behaviour, consumer decision-making process in tourism and leisure, Market segmentation, market targeting and positioning strategies in tourism and leisure, Competitive strategies, Tourism and Leisure Marketing Mix (The tourism and leisure product, Price as part of a Marketing Strategy, Distributional channels in tourism and leisure, Designing and delivering customer service and service quality), Promotional mix in tourism and leisure (Advertising, direct marketing, sales promotion, public relations and changing role of personal selling, Marketing Plan in tourism and leisure organisations, Marketing and organisational culture), Managing relationships and building loyalty in the tourism sector.

#### **MGT 1111(1) - ORGANISATION & MANAGEMENT**

Management Concepts and Functions. Development of Management Theories. The Internal and External Environments of the Organisation. Social Responsibility and Ethics in Management. Managerial Decision Making. The planning process. The nature of Organisation Structure. Organisational Control. Contemporary issues in Management. Management in Future.

#### **MGT 1232(1) - OPERATIONS OF SERVICES**

Introduction to forecasting (qualitative & quantitative), Capacity planning, Inventory management, materials requiring planning, operations scheduling, Health and safety, Job design, Facility layout, Quality and productivity management, Operations network, Supply Chain Management, Business Process Outsourcing.

#### **MGT 1233(3) - HUMAN RESOURCE MANAGEMENT FOR THE SERVICE SECTOR**

Introduction to Human Resource Management, Objectives & Functions of HRM. SHRM. HR planning, Recruitment & Selection, Performance & Reward Management. Concept of Supervision: its objectives & processes, HR in Service Quality, HRD. Employee Relations.

#### **MGT 2068Y(3) - SPORTS & RECREATION FACILITIES MANAGEMENT**

Types of recreation facilities (indoor, outdoor, land based, water based), Managing recreation facilities, Technical and managerial issues related to the operations & maintenance of physical plant & equipment in recreation facilities (budgeting and costing), History of sport, Myth and paradox of sport, Sports & excellence, Sports & socialisation, Sports & urban regeneration, History of sports management, Impacts on communities and individuals, Deviance and sports, Career opportunities within the sport industry, Sports commercialisation (relevant management, marketing & financial operations), Sports events and tourism, Sports related issues & future of sports.

#### **MGT 2069Y(3) - SUSTAINABLE TOURISM**

Part 1: Impacts of Tourism: Introduction to the Impacts of Tourism, Socio-Cultural Impacts of Tourism, Managing Socio-Cultural Impacts, Economic Impacts of Tourism, Managing Economic Impacts, Physical Impacts of Tourism, Managing Physical Impacts, Principles and Philosophy of Sustainable Tourism, Stakeholder Management and Sustainability, 'Types' of Sustainable Tourism (Ecotourism, Cultural Tourism, etc.).

Part 2: Ecotourism: Introduction to Ecotourism, Ecology and Ecotourism, Ecotourism Design, Ecotourism Planning, Characteristics of Ecotourists, Ecotourism Marketing, Managing the Impacts of Ecotourism, National Parks and the Role of the Public Sector, Ecotourism as a Private Enterprise, Future Issues of Sustainable Tourism.

#### **MGT 2070Y(3) - SERVICE QUALITY MANAGEMENT IN TOURISM, LEISURE AND RECREATION**

Introduction to Quality Management in the service industries, Nature and definition of services – characteristics of services, Definition and dimensions of Service Quality, Models and measurement of Service Quality in the context of tourism and leisure organisations, Models of service excellence in the tourism and leisure sectors e.g. the Malcolm Baldrige Award. TQM and TQS concepts, Internal and External Management relationships, Role of the service encounter and service guarantee and service recovery processes, Role of empowerment in Service Quality, Competitive advantage and Service Quality, Impact of Technology on Service Quality.

#### **MGT 2071Y(3) - CONVENTIONS, FESTIVALS & EVENTS MANAGEMENT**

Introduction to conventions, festivals & events management; Basic concepts of conventions, meetings, festivals & events: categories & definitions; Research & Planning concepts of events: developing critical

path; relationship between venues and conventions, meetings, festivals & events: indoor and outdoor venues, convention & conference facilities, exhibition facilities; Trade fairs & exhibition shows; Management aspects in convention, festivals and events planning: financial, Human Resources, leadership & supervision, Public Relations, sponsorship & fundraising, effective communication, decision making & negotiations; safety and security issues; impact of events at destinations.

#### **MGT 2239(3) - RESEARCH METHODS FOR TOURISM AND LEISURE**

Sources of tourism & leisure data. Project research planning. Quantitative & Qualitative primary research. Research designs, Surveys, questionnaire designs. Sampling methods. Testing, analysis & interpretation of tourism & leisure data. SPSS. Presentation of research results & writing research proposals.

#### **MGT 2240(3) - IT APPLICATIONS IN THE TOURISM, LEISURE & RECREATION INDUSTRY**

Introduction to IT. Application of Information Technology in tourism leisure & recreation industries. Word processing, spreadsheet analysis, database management, graphics, presentation, communication & relevant software & hardware applications. Review of latest technologies of travel information & reservations technology, airline reservations & WWW-based systems. Identify emerging trends in IT & possible applications & future impacts on tourism, leisure & recreation industries. Introducing IT at national level for small businesses.

#### **MGT 3069Y(5) - TOURISM PLANNING**

Introduction to Tourism Planning (Basic Planning Concepts), Regions & Planning, Analyzing Supply - Tourism Resource Inventory & SWOT, Analyzing Demand and Markets, Regional Issues and Integrated Planning, Transportation Corridors & Access, The Role of the Public Sector in Tourism Planning, The Role of the Community and Private Sector, Destination (Macro) Planning, Site (Micro) Planning, Definition of Crisis Management and Nature of Crisis Management, Crisis Management – 3 P's – Prevention, Preparation and Provision, Crisis Management Audit, Roles and Responsibilities of Crisis Management Team, Managing Disasters in Tourism and Leisure Organizations, Future Issues in Tourism Planning.

#### **MGT 3070Y(5) - TRANSPORT & TRAVEL MANAGEMENT**

Historical development of the travel industry; components of a tourist transport system; classification of tourist transports; Managing tourist transport; linkages between tourism and transport; government policy and tourist transport; demand for travel; supply issues in tourist travel; role of travel agents and tour operators, vertical and horizontal integration; transport policies; Airlines industry: competition issues – deregulation, loyalty schemes, international cooperation in air travel (freedoms of the air, IATA, ICAO), hubs, yield management, CRS; Airport management: managing airport terminals, managing activities within airport environment; impacts of transport on environment; transport at tourist destinations; transport as a tourist activity: cruises; future trends in transport & travel.

#### **MGT 3071Y(5) - STRATEGIC MANAGEMENT FOR TOURISM & LEISURE**

The international environment: a critical analysis, An assessment of the evolution of the Mauritian economy and the history of the tourism & Leisure industry, History of strategy: from industrial capitalism to financial capitalism, Strategic segmentation of the Mauritian economy & the tourism & leisure industry, SWOT analysis: The Resourced Based View of the Firm and the definition of competitive advantage in the tourism industry, Decision tools, Growth, competitive & functional strategies in the tourism & leisure cluster, Hotel structure, Conflict management, Change as a cycle: review & evaluation, The benchmarking process in the tourism industry, Implementing change & gaining commitment, Identity of the firm & the agency theory, The role of the Leader as a change agent in the hotel & tourism industry, Case study techniques.

#### **MGT 3072Y(5) - RESORT MANAGEMENT & LEISURE PROGRAMMING**

Leisure goods and services, Types of leisure facilities (shopping centres, restaurants & bars, amusement parks, etc.), Types of resorts (beach resorts, mountain resorts, country side resorts, spas and health resorts, integrated resorts, etc.), Resort management (general operations, entertainment and activity programs, clubs, managing amenities, golf, marine resources, commercial/retail activities, community management), Principles of development of tourist resorts (resources: land use, product design, regulatory issues, landscaping, environmental integration), Resort life cycle (renovation, repositioning, revitalization), Environment, Foundations of leisure programming, The leisure program development cycle, Agency mission and its role in programming, Program management development, Program design, promotion and

registration, Developing program pricing policy (program services pricing), Determining program costs, Staffing and supervising program operations.

**MGT 3073Y(5) - DESTINATION MANAGEMENT**

Destination: a conceptual framework, Service Infrastructures, Destination mix elements, Strategic destination development and management, The destination product, Managing destination life cycles, Destination marketing (the role of destination marketing organizations), Destination branding (the importance of destination image management), Analyzing destination competitiveness (e-marketing and its relevance to destination marketing), CRM and destination loyalty, Destination differentiation and positioning.

**MGT 3074Y(5) - INTERNATIONAL TOURISM & CULTURAL DYNAMICS**

Introductory Framework for International Tourism, International Tourism: A Statistical Review, International / Regional Tourism Organizations (WTO, WTTC, IOR/ARC, IOC), The Host Region from an International Perspective (Attributes, Image), International Travel: Linking the Host Region to the Market, Understanding the International Tourist (Characteristics, Motivation), Cross-Cultural Studies and Tourism, Host-Tourist Contact, Cross-Cultural Values in Tourism, Cross-Cultural Perceptions & Stereotyping, Modern tourist experiences, Commodification, Management Implications of Cultural Dynamics, Economic / Physical Impacts of International Tourism, International and Regional Tourism Policy, Future Forces and Issues in International Tourism.

**STAT 1010(1) - STATISTICS I**

Introduction to problems involved in the handling of data; Collection of data including Sample Design; Organisation and Presentation of Data; Measures of Central Tendency; Measures of Dispersion; Measures of Skewness; Introduction to Probability Theory.