

Form no. (11b)

Knowledge and skills matrix for Hotels and Tourism Management program

Course	Knowledge and understanding	Intellectual skills	Professional skills	General skills
TM337 tour guiding and leading	Ability to understand the work of tour conducting and identify the advantages and disadvantages of a tour conducting career. Understand the principles behind a successful tour itinerary	Demonstrate the relationship between guides and other industry suppliers and negotiate for suitable services with suppliers in the industry	The ability to create a multi-day tours , Pricing a tour and advertise tours Ability to solve behavior problems that occur during a tour	Understand contemporary guidance from all perspectives
TM434 tourism policy	Identify different issues related to tourism policy and its importance. Formulate tourism policy framework and phases	The ability to comprehend and analyze tourism polices in developing and developed countries.	Differentiate between tourism policy, strategies, and planning. Estimate all challenging factors that need tourism policy	Understand current trends in tourism policy bridging the gap between policy , and strategic planning and maintain a firm focus on important policy issues
TM435 new trends in tourism industry	Identify general trends in the present and future that influence the tourism industry	Utilizing different approaches to understand contemporary tourism; managing, marketing, developing, branding, education in tourism.	The ability to deal with contemporary tourism issues and Evaluate the importance of new issues	Understanding of Contemporary tourism and its approaches highlighting the ongoing threats facing the tourism industry.

Consumer Behavior in Tourism TM433	Introduce key definitions of consumer behavior	Explores the importance of consumer behavior in Tourism	Verifying the effectiveness and efficiency of marketing activities in relation to consumer behavior.	Ability to understand specific characteristics of tourism which make it difficult to apply general consumer behavior concepts to tourism.
Tourism planning & environment TM335	Introduce the importance of the Environment concept to the Tourism industry components.	Analyze and comprehend appropriate theories, concepts of Tourism Industry and its relation with the Environment	Experiment the different stages of planning process. Tackling social feasibility studies involving tourism planning process.	Awareness of new approaches applying new concepts to tourism planning.
Hospitality planning & environment HM431	Introduce the importance of the Environment concept to the Hospitality industry components.	Analyze and comprehend appropriate theories, concepts of Hospitality Industry and its relation with the Environment	Verifying analyzed concepts in relation to Environment. Describe various forms of environmental degradation.	Ability to develop guidelines and indicators that assist companies in the creation of their sustainability management reports.
Hotels and Tourism Legislation BM232	Explain Laws governing tourism in Egypt Verifying the conditions and procedures of licensing hotel and tourism establishments.	Examine the cases of license cancellation and tax and customs exemptions for tourism companies.	Produce a report, outlining the results and noting difficulties experienced by tourism companies getting a license and conditions for granting the license.	Verifying reports' writing and presentation skills
HM434 human resources management	The ability to have full understanding of HR related functions. An understanding of the dynamics of	The ability to analyze and comprehend appropriate theories, concepts and principles from a range of disciplines using appropriate	Ability to apply management techniques to HR related functions. Apply appropriate practical	Ability to generate, analyze, present and interpret data Ability for critical thinking, reasoning and reflections

	Human Resources systems	analysis methods.	techniques to the presented human resources functions.	regarding HR.
EA131 Management i	This course will help the students to understand the organizations external environments and how to deal with management process with its un expected situations and risks	To be aware explain the market segmentation and how it is used in target marketing	Allow the students to identify the ways that small businesses can benefit from having an understanding of the international marketing mix	1)Describe the different types of global economic systems according to the means by which they control the factors of production 2)show how markets, demand and supply affect resource distribution
Egyptian Culture and Civilization BM332	Stress the role of culture, civilization and heritage in shaping a country's identity.	Understand why Egypt is truly the "Cradle of Civilization".	Realize how essential it is to protect and promote our national heritage.	Be proud of Egypt's treasures and strive to share them with the whole world.
Event Management and Planning BM331	Define event management and role of the event manager. Recognize event management phases. Awareness of how to prepare a fact sheet for every type of events.	Evaluate and progress concept to operational stage. Assess event resource requirements and opportunities. Discuss the problems which event professionals might experience while planning mega events.	Awareness of the first steps for initial planning and budgeting. Field Training to experience a real event planning and management situation. Produce a report, outlining the results and noting difficulties you experienced	Awareness of the strength of formal efforts directed toward making teams more effective. Awareness of quality measurements applied in event management and planning.

			during their field training	
<p>Principles of Tourism</p> <p>TM131</p>	<p>Understand concepts, theories and literature</p> <p>Fundamental principles and theories, trends and schools in the field of specialization</p> <p>Discover different environments and modern developments and trends in the field of tourism demand and supply</p> <p>Understand the dynamics of market systems and the context under which they operate at different national and international levels.</p> <p>Understand purpose and uses of marketing research.</p> <p>Gain insights into marketing research by knowing the steps of the process.</p>	<p>Explain and analyze the negative and positive factors that can lead to growth or decline of Tourism</p> <p>Examine the various approaches to studying tourism</p> <p>Relate marketing to marketing research and marketing strategy</p> <p>Identify core competencies through research</p> <p>Gauging feedback from the market</p> <p>Awareness of basic types of statistical analysis used in marketing research.</p>	<ul style="list-style-type: none"> • Explain how important this industry is to the economy of the world • Effective functioning of the human and material resources and other resources, development and conservation • Apply positive scientific thinking. • Assessing information needed and obtaining them through applying MIS. • Conversational skills • Comprehend needed terminology and formulas. 	<ul style="list-style-type: none"> • Describe the Evolution of Tourism • Collect pertinent information from different resources. • Adopting cognitive and intellectual development and self-learning • Examine methods of applying marketing techniques, management and strategies. • Understanding the importance of timely accurate decisions • Employ scientific methods in problem solving and evaluating opportunities.
<p>EA231</p> <p>Statistics</p>	<p>Demonstrate The ability to critically approach the concepts of statistics, and identify how to reach the optimal decisions in different aspects of hospitality and tourism industry</p>	<p>Analyze data, samples, and statistical methods from a range of mathematical and statistical disciplines using appropriate formal methods. In addition to the use of different mathematical techniques to solve different business problems</p>	<p>The ability to solve different qualitative problems in business through using efficient techniques and models</p>	<p>Ability to generate, analyze, present and interpret data</p>

<p>HM338 Nutrition & food hygiene</p>	<p>To understand the types and characteristics of microorganisms, criteria for judging whether food is fit for consumption , importance of following sanitary procedures and how food handlers can contaminate food ?</p>	<p>To be aware with favorable environment conditions for microbial growth, the sources of contamination, the wholesomeness of different kinds of food and how and why food gets spoiled?</p>	<p>Getting the important conditions for designing the dry stores, How the danger zoon can be avoided? , and how to avoid the reasons that can affect the sanitary procedures</p>	<p>Knowing the importance of cleaning , washing, pre-preparation , thawing of foods , The precautions that should take during hot holding of foods and some of the hygiene checklist.</p>
<p>HM132 Nutrition & public health</p>	<p>To know the basic definitions and concepts of nutrition and knowing several classifications and body composition.</p>	<p>To be aware with the importance of nutrition and dietetics.</p>	<p>To know how protecting the health of entire populations.</p>	<p>Establishing a healthy eating behavior and practices. Training students to plan a balanced diet.</p>
<p>EI131 Principles of Economics</p>	<p>Understand the scope of micro and macroeconomics</p>	<p>Explore the key ideas that define the economic way of thinking</p>	<p>Apply alternative economic methods and tools</p>	<p>Describe how businesses, households & governments interact in a market economy</p>
<p>B231 destination geography</p>	<p>Understand the principles of spatial interaction between places and their importance to the geography of tourism</p>	<p>Appreciate the importance of scale in explaining patterns of tourism</p>	<p>Classify physical resources according to their importance to the tourism industry</p>	<p>Acquire the skills, knowledge and competence to identify and locate major world- wide tourist destinations</p>
<p>TM231 tourism management</p>	<p>Explain the nature, scope and approaches of managing tourism organizations</p>	<p>Analyze the dynamics of tourism operation management in organizations</p>	<p>Make operational decisions and control their implications in tourism organizations</p>	<p>Understand key aspects of tourism and the practice of managing tourism organizations</p>

TM336 special interest tourism	Understand the key concepts and potential impacts of special interest tourism	Outline the mechanisms needed to make SIT viable	Relate SIT concepts and implications directly to tourism organizations and their goals	Analyze the nature and growth of SIT
TM437 destination service quality	Identify the context of managing quality in the tourism industry	Contextualize the importance of service quality within development in tourism industry	Consider how certain approaches to service quality can enhance tourism experience	Classify agreed terms of service quality and assess their relevance to tourism
Tourism demand forecasting TM331	Understand different forecasting methods focusing on those applied on tourism demand. Choose and apply the appropriate method	Analyze and evaluate issues related to tourism demand forecasting, develop skills including the capability of choosing between different forecasting techniques	Locate, extract and analyze data from a variety of different sources, and apply different forecasting techniques appropriate to the current world of the tourism industry	Ability to exchange knowledge and experience through small group discussions, analytical skills , and communication and presentation skills
EY131 Accounting	The ability to understand and recognize the concepts and principles of accounting and list all steps of the accounting cycle	The ability to analyze various business transactions The ability to evaluate financial results through the financial statements	The ability to prepare the journal, ledger, the different trial balances, adjusting entries, the worksheet and the four financial statements	The student should become aware of the importance of understanding accounting to make wise business decisions
TM333 tourism marketing	Understand the scope of tourism marketing	Explore the key ideas that define the different marketing approaches	Apply alternative marketing concepts and tools	Describe how businesses, evaluate and adopt a marketing strategy
HM331 hospitality	Understand the scope of tourism	Explore the key ideas that define the	Apply alternative marketing	Describe how businesses, evaluate and adopt a

marketing	marketing	different marketing approaches	concepts and tools	marketing strategy
TM234 tourism economics	Understand the scope of recreation, tourism and hospitality and their interrelationships	Estimate the use of resources in different economic systems	Verifying the methodology of economics	To analyze issues in tourism and hospitality and their economic impact
HM333 hotel economics	Understand the scope of recreation, tourism and hospitality and their interrelationships	Estimate the use of resources in different economic systems	Verifying the methodology of economics	To analyze issues in tourism and hospitality and their economic impact
Introduction to hospitality management (HM131)	<p>Describe the characteristics of hospitality industry.</p> <p>Describe hotel ownership and development via hotel franchising and management contracts</p> <p>Outline the duties and responsibilities of key executives and department heads</p> <p>List the classifications of restaurants</p>	<p>Classify hotels by type, location and price</p> <p>Draw an organizational chart of the room division departments. And describe the main functions of room division departments.</p> <p>Explain how restaurant forecast their business.</p> <p>Estimate the work of the back and front of the house</p>	<p>Discuss why service has become such an important facet of the hospitality industry.</p> <p>Calculate the occupancy percentage, average daily rates and room revenue.</p> <p>Calculate food cost and determine selling prices.</p> <p>Distinguish between commercial and non-commercial recreation</p>	<p>The Student should be aware of facilities and requirements of different types of hotels.</p> <p>The Student should be aware of the unusual hotel worldwide which will enhance their mental capabilities</p> <p>Student should be aware of stating the functions and responsibilities of food and beverage depts.</p>
Food and beverage management (HM335)	<p>Summarize the components of a meal experience.</p> <p>Demonstrate the variety in menu</p>	<p>Estimate the level of service appropriate for each menu type</p> <p>Calculate the price and value of</p>	Verifying the reasons behind choosing a place to eat out and different types of food and drink	<p>The Student should be able to analyze satisfaction factors.</p> <p>The Student should be aware</p>

	<p>choice</p> <p>Estimate the different types of menu and different menu trends</p> <p>Determine the marketing concept of food and beverage</p>	<p>money.</p> <p>Demonstrate the effect of the sociocultural and aesthetic factors on eating trends</p>	<p>Evaluate the effects of different types of clientele on a menu.</p> <p>Compare between different marketing tools used in food and beverage and their effects.</p> <p>Experiment how food service operation affect the success of a commercial place.</p>	<p>of different types of service according to the menu types.</p> <p>The Student should be aware of different types of menus and different menu trends.</p> <p>The Student should be able to analyze and calculate food cost</p>
<p>Hotel housekeeping (HM231)</p>	<p>Summarize the importance of housekeeping dept.</p> <p>Demonstrate the personality traits that should be available in HK staff</p> <p>Describe from the executive housekeeper's perspective the planning that is required to open an new hotel</p> <p>Differentiate between capital expenditure budgets and opening budgets</p>	<p>Differentiate between HK concept in a normal hotel and in cruise ships</p> <p>Explain why delegation is important and a key to management success</p> <p>Describe the management functions of inventory control</p> <p>Describe standard procedures and the latest developments in floor cleaning</p>	<p>List and describe the preopening priorities of newly hired executive housekeepers.</p> <p>List and describe criteria for the selection of furniture.</p> <p>Evaluate the uses of different types of fibers.</p> <p>The student should be able to know the different types of strippers that could be used</p>	<p>The Student should be aware of differentiating between cleaning for appearance to cleaning for health.</p> <p>List possible variables to consider when establishing workload criteria for a guest room attendant.</p> <p>The Student should be able to know the different types of dual sleep equipment.</p>
<p>HM332 Restaurant management</p>	<p>Identify different types of foodservice operations, service methods, menus and foodservice sectors. Make students familiar with</p>	<p>Understand market needs and trends. Receive, store and return food and drinks. Plan menus using the correct planning considerations</p>	<p>Asses customer satisfaction level , deal effectively with different customers and suppliers. Balance the needs of</p>	<p>Be able to manage different types of foodservice industry .Control restaurant costs and revenue. Monitor customer</p>

	<p>restaurant annexes , restaurant furniture and equipment. Understand beverage classification (Alcoholic and non-alcoholic) and their kinds, production and storage. Appreciate the role of room service, different systems and methods of communication used.</p>	<p>and sequence. Negotiate food and beverage suppliers to get the best price without affecting the quality of items presented to customers.</p>	<p>the customers and the organization and be able to prepare service area for different functions.</p>	<p>Satisfaction .Maintain food , beverage and service quality.</p>
<p>First foreign language 1 (II -121)</p>	<p>The course focuses on technical vocabulary that introduces students to the field of hotels and tourism</p>	<p>Concentrates on upgrading the language skills of Hotels & Tourism students in terms of listening to dialogues and short texts related to tourism, communicating politely with guests, reading a variety of tourism texts, and enhancing their functional writing abilities</p>	<p>Addresses Students' difficulties in grammar and structure</p>	<p>Understand authentic tourism-related texts that are of an average level of difficulty</p>
<p>First foreign language 2 (II -123)</p>	<p>The course focuses on improving the students' abilities of interacting with people in the field of hotels and tourism engaging in different tasks and projects throughout the course of the semester.</p>	<p>The listening skill is also developed through practicing and handling different types of conversations and tasks. Students are also introduced to different reading texts related to the field of hotels and tourism and their reading skills are developed through various tasks and exercises</p>	<p>Addresses the writing skills on the level related to hotels and tourism</p>	<p>Target through the usage of different structures and grammatical items in context.</p>

First foreign language 3 (II -221)	The course familiarizes students with everyday situations in the hotel and tourism industry in which they interact with clients and customers with a high degree of fluency	It improves students' abilities to listen and understand longer conversations and talks. It also develops their reading skills with reference to texts related to the hotels and tourism industry.	Improves the writing skills of the students through practicing different types of writing related to their field of hotels and tourism	Aims at enhancing students' skills in academic writing through practicing different types of writing on the paragraph level.
First foreign language 4 (II -223)	The course focuses on improving the students' abilities of interacting with tourists from the moment of their arrival to finding a place to stay in, seeking further information, looking for outings, and eating out	The listening skill is also developed through practicing and handling different types of conversations and tasks. Students are also trained on reading different texts related to hotels..	Engage the students in different tasks and projects throughout the course of the semester. The course targets improving their skills in writing for hotels and tourism purposes.	Introduce them to various language structures and grammatical forms that are relevant to their use in the field of hotels and tourism.
BM432 electronic tourism & hospitality	List the new e-tourism tools, in order to improve the comprehensive management of the company	Evaluating the quality of tourism products and services and the impacts of the new internet tools on the tourism business	Apply new internet technologies to selling products, services and tourist destinations	Evaluate the issues, problems, and barriers in hospitality and tourism e-commerce and information technology and judging their implications
HM437 hotel cost control	Describe and explain the procurement as the basis for cost control and as essential support for all quality hospitality operations	Examining the basic steps needed to control cost for food, beverage as well as labor	Developing the right tools to control the cost as well as guiding and standards for the labor, and productivity analysis	Evaluating real life examples regarding food profit and controls
BM433	Understand the basic steps needed to undergo a research	Identify the basic notions of a certain topic related to hostels and tourism	Applying the research methodology while conducting	Being able to formulate a research question,

Internship/seminar		as well as the basic steps for conducting surveys	a research about the chosen topic	researching information and conducting a full survey.
HM336 hospitality management	Recognize and use key management functions related to the hospitality sector	Develop knowledge and skills of appropriate theories, principles and practice of management within the hospitality sector	Demonstrate important issues to be taken into account in order to develop an effective organization for a hotel	Evaluate one's planning, organizing, directing and controlling As well as assess the challenges of GM's jobs in terms of key job demands and key relationship issues
HM233 front office management	Understand different aspects of the rooming process as well as the different front office reports and their importance to the hotel	Identifying the various hotel industry classification as well as the procedures involved in processing a room reservation request	Applying the hospitality management skills as well as the professional skills in many of the hotel operations, while learning how to operate on one or more departments	Understand how to solve problems, independently or in a team, while communicating effectively with different guests, within different departments
TM338 Travel agencies accounting	To understand the basic concepts of managerial accounting, and to gain the ability to analyze and resolve managerial accounting cases, and the ability to integrate academic and vocational knowledge for managing financial resources in organizations	The ability to design a plan to investigate and find solutions for different managerial issues, the ability to apply different managerial accounting techniques, and to critically analyze and report different outcomes.	The ability to use and apply different managerial accounting theories using appropriate formal analysis methods, and the ability to make effective internal reports and presentations.	Ability to make professional reports and presentations, ability to collect, analyze and summarize data, ability for critical thinking and reasoning, and the ability to work as a member of in addition to gaining better

				personal and interpersonal skills.
BM431 Feasibility studies	The ability to critically evaluate potential problems in order to formulate and implement change for improved performance in the suggested business	The ability to analyze and comprehend appropriate theories, concepts and principles from a range of scientific disciplines using appropriate formal analysis methods	Apply appropriate practical techniques to establishing a business, planning, conducting, evaluating and reporting the results of market investigations.	Communicate effectively (in writing and verbally, learn effectively for the purpose of continuing professional development and being able to critical thinking, reasoning and reflections
EW331 Business law	The ability to Understand how a business can manage the risks associated with commercial torts. To Identify and Recognize the difference between defamation	The ability to Describe And Understand the obligation of an occupier to people on the property	Ability to apply and Identify the essential Torts that arise from the use of property	The ability to Learn how to apply the business knowledge to a variety of personal selling situations.
HM337 Hospitality managerial accounting	To understand the basic concepts of managerial accounting, and to gain the ability to analyze and resolve managerial accounting cases, and the ability to integrate academic and vocational knowledge for managing financial resources in organizations	The ability to design a plan to investigate and find solutions for different managerial issues, the ability to apply different managerial accounting techniques, and to critically analyze and report different outcomes.	The ability to use and apply different managerial accounting theories using appropriate formal analysis methods, and the ability to make effective internal reports and presentations.	Ability to make professional reports and presentations, ability to collect, analyze and summarize data, ability for critical thinking and reasoning, and the ability to work as a member of a hotel in addition to gaining better personal and interpersonal skills.

<p>HM232 food production (1)</p>	<p>Identify the role of kitchen departments and planning considerations. Be familiar with international kinds of sources and different cooking methods.</p>	<p>Be able to let kitchen departments communicate effectively. Understand the job description and job specifications of kitchen staff. Be able to plan menus with balanced nutritional value.</p>	<p>Asses the food quality and grades. Minimize food waste and utilize leftovers. Be able to prepare, purchase and store sea food dishes.</p>	<p>To be able to supervise kitchen operation. Control restaurant costs and revenues. Identify Thawing and storage methods of seafood. Maintain food, beverage and service quality.</p>
<p>HM234 food production (2)</p>	<p>Identify the role of kitchen departments and planning considerations. Be familiar with international kinds of soups, appetizers, salads and salad dressings. Understand vegetables and fruits grading and different usage of each grade. Set basics for menu planning and buffet organizing.</p>	<p>Be able to let kitchen departments communicate effectively. To be creative in garnishing food plates. Organize and plan buffets and reception according to international standards.</p>	<p>Be able to let kitchen departments communicate effectively. To be creative in garnishing food plates. Organize and plan buffets and reception according to international standards.</p>	<p>To be able to supervise kitchen operation. Prepare meat, poultry, and sea food. Control restaurant costs and revenues. Identify Thawing and storage methods of seafood. Maintain food, beverage and service quality.</p>
<p>Basic airline course TM232</p>	<p>Awareness of travel guide and IATA area. Recognize IATA geography. Define all airlines abbreviations & definitions.</p>	<p>Demonstrate all global indicators and how to use it in calculate fares. Evaluate mileage for every trip and use mileage system. Ability to get the price for any flight.</p>	<p>The ability to decide global indicator for flight. Awareness of the different types of journey. Ability to get final best price.</p>	<p>Understanding IATA geography and IATA areas and the relation between it and fares. Awareness of quality and air lines fare.</p>
<p>Advanced airline course</p>	<p>Identify other type of journey other than one way.</p>	<p>Demonstrate different class of services and how to mix it.</p>	<p>The ability to calculate round tripe journey. Produce all kind of tickets and</p>	<p>Understanding other types of journey to get best price. Understand the various entry</p>

TM332	Introduce all fees and charges. Awareness to all passenger type according to the age.	Ability to reading any travel document.	how to complete manual tickets.	codes and abbreviations in different types of tickets.
Italian second language term 1 LI122	Determine the endings of the regular and irregular verbs and explain how to ask about name, nationality and address	Demonstrate numbers, professions and questions about jobs, age, telephone number	Verifying the perception of the questions about family and life	The Student should be aware of the present simple tense for irregular and irregular verbs
Italian second language term 2 LI124	Demonstrate the possessive adjectives and determine the formation of the past simple tense	Explain using of simple and articulated prepositions with verbs of movement	Verifying the difference between all possessive adjectives	The Student should be aware of asking and telling about time and weather
Italian second language term 3 LI222	Determine the formation of the simple and anterior future tense	Demonstrate the sentences used to give a negative judgment	Verifying the possibility of using some tourism terminology	The Student should be aware of the sentences used for a reservation of a room in a hotel
Italian second language term 4 LI224	Determine the form of the direct pronouns and the imperfect past tense	Explain words and sentences used in a call phone	Verifying the possibility of the communication	The Student should be aware of some sentences used to talk using a phone
Italian second language term 5 LI322	Determine the form of the indirect and combined personal pronouns	Demonstrate the sentences used to accept or refuse to do something	Verifying using of the remote past tense	The Student should be aware of some hotel terminology

Italian second language term 6 LI324	Determine the formation of the congiuntivo present and past tense	Demonstrate the sentences used to describe something	Verifying using of the imperative for regular and irregular verbs	The Student should be aware of a recipe of a typical Italian dish
Italian second language term 7 LI422	Determine the relative pronouns (che – cui – chi – quello che)	Demonstrate some useful phrases used in a travel agency	Verifying the possibility of the forming of a tourism program	The Student should be aware of technical terminology of the kitchen
Italian second language term 8 LI424	Determine some useful phrases used in the restaurant	Explain how to write a composition on a tourism subject	Verifying perception of some useful phrases used in a reception	The Student should be aware of the complaints and requests at the hotel
Tourism development TM233	Understand the scope of recreation, tourism and hospitality and their interrelationships	Define the use of different resources	Verifying the methodology of development	To analyze issues in tourism and hospitality development
Tourism and transport TM431	Understand the scope of the different modes of transport and their interrelationships with tourism	Define the use of different modes of transport	Verifying the different methodologies of evaluating the different modes of transportation	To analyze the relationship between tourism and transport
Automation and ticketing course (Amadeus system). TM432	Introduce to airline systems and especially to Amadeus system and how to use the system.	Explores a comprehensive list of the entries and options available through the cryptic interface to the system.	The ability to use Amadeus system in airlines and travel agents and use to make all reservations and issuing tickets.	Understanding how to use Amadeus quick reference guide and difference between using in travel agent and airlines.

<p>Travel agencies operation HM334</p>	<p>Awareness of travel guide and IATA area.</p> <p>Recognize IATA geography.</p> <p>Define all airlines abbreviations & definitions.</p>	<p>Demonstrate all global indicators and how to use it in calculate fares.</p> <p>Evaluate mileage for every trip and use mileage system.</p> <p>Ability to get the price for any flight.</p>	<p>The ability to decide global indicator for flight.</p> <p>Awareness of the different types of journey.</p> <p>Ability to get final best price.</p>	<p>Understanding IATA geography and IATA areas and the relation between it and fares.</p> <p>Awareness of quality and air lines fare.</p>
<p>HM432 Hotel Equipment and Machinery</p>	<p>Understand market trends , types of accommodation, aspects on which a hotel’s site is chosen , principles of hotel design , circulation and the meaning of circulation core.</p> <p>Appreciate the difference between back of the house and front of the house in all different aspects.</p>	<p>Be able to identify the services (power, electricity, water and drainage), heating, ventilation, air conditioning and infrastructure needed for a hotel to function.</p> <p>Identify the suitable location for different hotel departments to facilitate the communication between departments and guarantee the smooth operation.</p>	<p>Understand the hotel design principles. Asses the site restrictions and whether these restrictions would be considered as an obstacle in constructing or not. Asses the durability, the cost, retention of appearance, ease of cleaning and maintenance of the finishing material</p>	<p>The Student should be aware of the hotel layout, interior consideration in a hotel, spaces of a hotel, constructional features and structural consideration. The student should be able to analyze the suitability of the finishing material to the function taking place in the area and must be aware of equipment and machinery of each department.</p>
<p>Introduction to Travel Agencies Management TM132</p>	<p>The ability to understand concepts, theories and literature</p> <p>The ability to critically evaluate the of customer service for improved performance in the travel agency.</p> <p>The ability to design a plan for investigating an issue and the</p>	<p>Ability to integrate philosophies and theories with practice, into an operational environment.</p> <p>Survey international markets to be able to design a competitive offer.</p> <p>Constructing Market surveys and</p>	<p>Ability to obtain required data from various sources</p> <p>Design suitable tours in means of destination, time and budget to target and potential customers.</p> <p>Ability for critical thinking,</p>	<p>Ability to employ software system and to critically appraise the results of various types.</p> <p>Update the services offered regularly according to the national and international</p>

	<p>generation of proposed solutions.</p> <p>The ability to critically evaluate the problem in order to formulate and implement change for decision making and problem solving an organization or enterprise.</p>	<p>analysis</p> <p>Ability of data acquisition, collation, appraisal, experimental design and interpretation of statistical information.</p> <p>Ability to critically analyze information, synthesis and summarize the analytical</p> <p>Outcomes to apply knowledge on real situations.</p>	<p>reasoning and reflections</p> <p>Apply appropriate practical techniques to the solution of marketing issues planning, conducting, evaluating and reporting the results of investigations.</p> <p>Effective use of information and communication technologies (ICT) in a business context and to prepare technical reports and make presentations.</p>	<p>changes in tastes and demand.</p> <p>Understanding the importance of timely accurate decisions</p> <p>Examine methods of applying marketing techniques, management and strategies.</p> <p>Ability to manage time and resources within an individual project and a group project</p>
<p>History of Egypt TM334</p>	<p>Identify the different phases of the History of Egypt from Pharaonic to Contemporary times.</p>	<p>Reflect upon the impact of historical events and important historic personalities and cities on our present day life.</p>	<p>Make use of historic knowledge in developing cultural events and promoting the tourism industry.</p>	<p>Realize how interlaced are histories of countries and how closely they affect each other.</p>
<p>Fidelio HM433</p>	<p>Understand what is meant by a profile and how to create it</p> <p>Understand the different between a normal profile and companies profiles</p> <p>Explain how to make guest</p>	<p>Understanding the use of profiles and how does it facilitate and enhance guest satisfaction</p> <p>Demonstrate room status and how to assign guest rooms</p> <p>Calculate the inventory and ordering</p>	<p>Clarify how to post charges</p> <p>Verifying guest charges and checking out</p> <p>Verifying the inventory</p>	<p>Students should be aware of how to make guest reservation</p> <p>The Student should be aware of how to checking in guest</p> <p>Students should be aware of how and when to place</p>

	reservation through profiles Demonstrate the different F&B outlets	system		orders The Student should be able to analyze different reports
First foreign language. 6 LI323	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Listen for gist, note taking and specific information - Identify tourist attractions and talk about them - skim and scan a reading text - Identify different jobs and situations in the field of tourism using the right vocabulary - Identify the key differences between the needs different types of travelers - Identify the difference between a travel agent and a tour operator - Use the appropriate language to respond to complaints - Use the Internet to collect information - Describe graphs and statistics 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Comprehend the different contributions made by outstanding pioneers in the development of Tourism - Use contractions and Linkers in oral production - Recognize tourist attractions - Interpret data from illustrations& graphs - Use vocabulary related to jobs in tourism to write a CV - Use proper language to take a booking & talk about types of holidays - Use expressions of comparison accurately - Write a Comparative Essay following the steps of the writing process 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Decide on a topic for oral presentation - Write a formal short report about travel and tourism - Utilize expressions that travel agents use in the right context - Make suggestions - Compare facilities at hotels - Conduct telephone conversations politely using the appropriate language - Use the language of obligation and permission orally and in writing - Utilize the right vocabulary in the context of tour operation 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Talk about likes and dislikes in the context of hotel and tourism - Talk about past experiences in the context of tourism using the right structure - Read charts for statistical information - Give a well-organized presentation using PowerPoint slideshow - Describe places using positive adjectives - Plan a tour

		<ul style="list-style-type: none"> - Deduce information from different forms of business correspondence - Evaluate and Prepare Customer satisfaction questionnaires - Use the appropriate language to respond to complaints 		
<p>First foreign language.7</p> <p>LI421</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Listen for gist, note taking and specific information - Identify tourist attractions and talk about them - skim and scan a reading text - Identify and order instructions given on airplanes - Listen for note-taking - Read the itinerary for details - Identify the positive and negative adjectives related to couch tours - Identify the format of a technical reports 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Use contractions and Linkers in oral production - Recognize tourist attractions - Explain information related to airports presented on a diagram - Complete the missing parts in a reading text using given clues - Use sequence linkers to describe procedures - Interpret information on a form and transfer it into sentences - Use sequence linkers to describe procedures - Use indirect questions -Summarize passages following steps introduced in the book and write a paraphrase of an essay 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Decide on a topic for oral presentation - Utilize expressions that travel agents use in the right context - Role-play a dialogue between a steward at a check-in desk and a passenger - Prepare for several tourism related job interviews - Plan a cruise trip - Compare hotels facilities - Role-play a situation between a client and a travel agent 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Talk about likes and dislikes in the context of hotel and tourism - Give a well-organized presentation using PowerPoint slideshow - Describe places using positive adjectives - Plan a tour - Talk about past traveling experience - Talk about future arrangements using the different types of future forms

		<ul style="list-style-type: none"> - Use the language of comparison, contrast and reinforcement for spoken register - Trace information on a map - Recognize form and layout of different standard letters - Use different grammatical forms to talk about past events - Write a mini-report 	<p>asking about travel details</p>	<ul style="list-style-type: none"> - Talk about codes of behavior and etiquette in a country
<p>First foreign language 8 II424</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Listen for gist, note taking and specific information - Identify tourist attractions and talk about them - Skim and scan a reading text - Rearrange parts of a report - Identify types of advertisement and promotion - Read for main ideas 	<ul style="list-style-type: none"> - Write a tourist information leaflet - Use vocabulary related to tourist attractions and facilities - Use language functions of advice and suggestion in the written register - Analyze paragraphs for concrete support - Use telephone language of requests - Classify vocabulary describing cities, buildings and people - Give a guided tour of a city (speaking mini-project) - Use guiding language to describe 	<p>Decide on a topic for oral presentation</p> <ul style="list-style-type: none"> - Role-play a dialogue between a tourist information officer and a tourist - Role-play a dialogue between a tour operator and a guide - Edit written guide instructions for alterations while listening - Act out a conversation between an enquirer and a rep from the office of a promotion company 	<p>Students will be able to:</p> <ul style="list-style-type: none"> - List job responsibilities of a tour guide - Predict tour information from the perspectives of a passenger and a tour guide - Express opinions about statements made by tourists and travelers - Give oral presentation

		<p>places</p> <ul style="list-style-type: none"> - Analyze the main components of an academic report - Analyze specialist holiday types and market segments they appeal to - Use (adjective + noun) phrases to describe features and facilities - Use different verb tenses to make future predictions and express personal opinion about the future - List the advantages/disadvantages of tourism development - Make inferences while reading 		
<p>First foreign language 5 (LI321)</p>	<p>Listen for gist, note taking and specific information</p> <ul style="list-style-type: none"> - identify tourist attractions and talk about them - skim and scan a reading text - compare between old and new tourism features 	<ul style="list-style-type: none"> - compare between old and new tourism features and different types of transport - recognize and use correct prepositions of time - ask for suggestions - interpret data from illustrations& 	<p>Describe job skills in travel and tourism</p> <ul style="list-style-type: none"> - decide on a topic for oral presentation - talk about local traditions and cultures of tourist destinations - complete vocabulary and 	<p>Know the responsibilities and skills of the sales consultant in travel agencies</p> <ul style="list-style-type: none"> - give a well-organized presentation using PowerPoint slideshow

	<ul style="list-style-type: none"> - compare different types of transport - identify the language used in writing a factual information sheet and adverts 	<p>graphs</p> <ul style="list-style-type: none"> - scan for specific information - look up the definition of specific terms in the dictionary - categorize reasons for travel - know vocabulary related to reasons for travel - use different language structures and grammatical forms 	<p>grammar exercises</p> <ul style="list-style-type: none"> - write sentences in the different forms of tenses - write an advertisement or a brochure & guide commentaries - conduct telephone conversations politely using the appropriate language - complete an initial enquiry form 	<ul style="list-style-type: none"> - read, write, listen to and speak the target language - communicate, interact and work creatively and flexibly with others
<p>Psychological aspects in Tourism and Hospitality industry BM233</p>	<p>Identify the concept motivation in tourism</p> <ul style="list-style-type: none"> - Explain the differences between learning, perceptions and attitude. - analyses the tourism typologies - Explain factors leading to job satisfaction and dissatisfaction. - Introduce different concepts and definitions of culture and sub-culture. 	<p>Determine the psychological factors affecting tourism behavior.</p> <ul style="list-style-type: none"> - differentiate between different psychological concepts. - Analyze sources of job satisfaction 	<p>Distinguish between beliefs, learning, perception and motivation as factors affecting tourism behavior.</p> <ul style="list-style-type: none"> - Discuss the factors leading to job satisfactions. - list the complexes and challenges facing increased tourism demand. 	<ul style="list-style-type: none"> - The Student should be able to analyze psychological aspects. - The Student should be aware of suggesting tourism marketing plans based on tourism behavior the output of the different amplifiers. - Students should be aware of different tourism typologies

Hotel management contract HM436	Understand the prevailing terminologies used in management contracts, the forms of contracts used to regulate the relationship between the owner and operator and the advantages and disadvantages of each form according to both the owner and operator.	Be able to determine the factors that affected the management contracts rapid growth. Identify the factors that affect the bargaining power of both the owner and operator and its reflection on contract provisions	Asses the risks incurred by both the owner and operator and its adequacy compared to the return gained in different forms of contracts. Identify the major duties and agrees of both the owner and operator.	General background about the history of management contract .The student must be able to define the provision of concerns and to know how to effectively negotiate them and how the owner and operator reaches could a balanced position. Identify the prevailing market trends and its effect on management contracts provisions.
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