



## **TOURISM MANAGEMENT**

### **PROGRAMME DESCRIPTION:**

The Tourism Management department in the Faculty of Hotel and Tourism Management was established in 1974. It was the first tourism management programme introduced in Malaysia. The programme started with Diploma in Tourism Administration, followed by Certificate in Travel Operation in 1985 and since, the programme has been and will continue to produce and supply quality tourism graduates to meet the growing employment demand and needs in the tourism industry.

This programme concentrates on broad coverage of tourism industry that includes computerized fares and ticketing, event management, park and recreation, e-tourism, human resources, sales and marketing, and professional development. Served by qualified lecturers with PhDs and Masters in Tourism, this programme prepares the graduates a wide array of professional careers in travel agencies, private clubs and resorts, conference centres and airline industries.

Apart from the programme offered, the faculty is the first education institution in Malaysia that uses the Online Reservation System (ORS) in class learning and training purposes that is in line with the need for a paradigm shift from traditional classroom learning to real-time hands-on practice. The Online Reservation System is accessible by students for training purposes. Since UiTM is the only Institution of Higher Learning in Malaysia that has the access to use the online (real-time) facility, the programme prepares the students with a hands-on training and access to the real-time online ORS system facilities and ability to master the basic reservation and ticketing procedures.

The B. Sc. (Hons.) Tourism Management programme is currently being offered at UiTM Shah Alam, Melaka and Sabah Campuses.

### **PROGRAMME OBJECTIVES:**

Graduates are expected to fulfil the following objectives after 5 years of graduation:

- Competent professional who synthesize and apply the knowledge understanding and practical experiences to provide the quality service to the government agencies and tourism-related industries.
- Professionals in tourism industry who lead and engage in teams in problem solving tasks across disciplines through effective communications abilities.
- Professionals in tourism industry who continue to advance their knowledge and abilities by utilizing ICT in exploring business opportunities in the service related industry.
- Professional who practice ethical and professional values in providing services to the recipients and the provider of the service related industry.

## **PROGRAMME OUTCOMES:**

Graduates are expected to fulfil the following outcomes upon graduation:

- Identify, distinguish and evaluate the development of the tourism industry locally and internationally.
- Acquire and able to apply travel, technical and operational skill in the travel and tour operations and airline industry.
- Apply appropriate research and problem solving techniques in the tourism industry.
- Display effective and supportive communication and decision-making skills.
- Demonstrate positive professional image, attitude, responsibilities and teamwork to support the organisational goals.
- Display strong work ethics, values and professionalism in the organisation where they are employed.
- Participate in the lifelong learning towards information management of the tourism industry.
- Demonstrate self-confidence, independence, creative and innovative managerial and entrepreneurial skills.
- Demonstrate leadership and supervisory skills in the organisation.

## **PROGRAMME STRUCTURE:**

### **SEMESTER 1**

ACC406	- INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING
ELC400	- PREPARATORY COLLEGE ENGLISH
HBU111	- NATIONAL KESATRIA I
HTM400	- FUNDAMENTALS OF HOSPITALITY AND TOURISM INDUSTRY
HTT451	- PRINCIPLES OF TOURISM
MGT400	- INTRODUCTION TO MANAGEMENT
MKT410	- INTRODUCTION TO MARKETING

### **ELECTIVES**

TMC401	- INTRODUCTORY MANDARIN (LEVEL I)
TFC401	- INTRODUCTORY FRENCH (LEVEL I)
TJC401	- INTRODUCTORY JAPANESE (LEVEL I)

### **SEMESTER 2**

CTU551	- ISLAM AND ASIAN CIVILIZATION
ELC500	- ENGLISH FOR ACADEMIC READING
ENT530	- PRINCIPLES OF ENTREPRENEURSHIP
HBU121	- NATIONAL KESATRIA II
HTT455	- TRAVEL AGENCY MANAGEMENT AND OPERATION
HTT466	- COMPUTER RESERVATION AND TICKETING
LAW419	- HOSPITALITY AND TRAVEL LAW

### **ELECTIVES**

TMC451	- INTRODUCTORY MANDARIN (LEVEL II)
TFC451	- INTRODUCTORY FRENCH (LEVEL II)
TJC451	- INTRODUCTORY JAPANESE (LEVEL II)

### **SEMESTER 3**

- CTU555 - MALAYSIAN HISTORY
- ECO560 - ECONOMICS FOR HOSPITALITY MANAGEMENT
- ELC550 - ENGLISH FOR ACADEMIC WRITING
- HBU131 - NATIONAL KESATRIA III
- HTT530 - HERITAGE TOURISM
- HTT537 - EVENT MANAGEMENT
- HTT538 - HEALTH AND WELLNESS TOURISM
- HTT547 - PARK AND RECREATION MANAGEMENT

### **ELECTIVES**

- TMC501 - INTRODUCTORY MANDARIN (LEVEL III)
- TFC501 - INTRODUCTORY FRENCH (LEVEL III)
- TJC501 - INTRODUCTORY JAPANESE (LEVEL III)

### **SEMESTER 4**

- HTH581 - HOSPITALITY FINANCIAL MANAGEMENT
- HTT505 - PHILOSOPHY OF TOURISM
- HTT510 - INFORMATION TECHNOLOGY AND TOURISM
- HTT555 - TOURISM ECONOMICS
- HTT557 - DESTINATION, PLANNING AND DEVELOPMENT
- HTT565 - TRAVEL BEHAVIOUR
- STA404 - STATISTICS FOR BUSINESS AND SOCIAL SCIENCES

### **SEMESTER 5**

- HTH666 - HOSPITALITY HUMAN RESOURCE MANAGEMENT
- HTH668 - HOSPITALITY STRATEGIC MANAGEMENT
- HTM606 - HOSPITALITY RESEARCH METHODS
- HTT644 - PROFESSIONAL DEVELOPMENT
- HTT667 - TOURISM MARKETING MANAGEMENT
- HTT670 - ISLAMIC TOURISM
- HTT680 - SUSTAINABLE TOURISM MANAGEMENT

### **SEMESTER 6**

- HTM655 - UNDERGRADUATE PROJECT
- HTT660 - PROFESSIONAL TRAINING

### **COURSE DESCRIPTION:**

#### **SEMESTER 1**

#### **ACC406 - INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING**

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles and techniques of double entry system, procedures in preparing final accounts of a sole trader for merchandising and service enterprise and procedures in preparing final accounts of a partnership business. This course aims to provide students with the basic accounting knowledge of the total recording process as well as maintenance of full set of accounts that a business organisation should keep. It is also designed to develop the student's skill in preparing financial statement for partnerships, simple changes in partnership and accounting treatment for asset revaluation and changes in goodwill.

**ELC400 - PREPARATORY COLLEGE ENGLISH**

This is a course designed to enhance students' listening and writing skills in the use of English for academic purposes. It helps to consolidate the students' skills in using grammatically correct structures in academic context. The students are also taught paraphrasing, summarising and essay writing skills. Grammatical items are reinforced in the teaching of listening and writing.

**HBU111 - NATIONAL KESATRIA I**

This course introduces to students conduct and behaviour, personality, leadership and communication manner through the components of discipline such as uniform team marching. Students are also given inputs on nationalism and spiritual to inculcate patriotism and development of behaviour. Aspect of physical fitness are given through physical training.

**HTM400 - FUNDAMENTAL OF HOSPITALITY AND TOURISM INDUSTRY**

This introductory course provides student with the scope and complexity of the hospitality industry by exploring the relationships of lodging, tourism, food and beverage, culinary arts and other sub industries. It introduces key hospitality management definitions and the opportunity available to achieve a successful hospitality career. It encompasses the study of organisation, functions, operations and management of the hospitality industry, safety, security and environmental practices.

**HTT451 - PRINCIPLES OF TOURISM**

This subject will prepare students with fundamental knowledge of the tourism industry. These include the knowledge in tourism components and organisations, motivation, tourism supply and demand, 29 planning and development of a destination, tourism research and marketing tourism destination. Students will be exposed to the economic significance of tourism and the impact in the economic, social and environment. Students will also be exposed to the future trends and development in tourism for the purpose of planning and forecasting in the industry.

**MGT400 - INTRODUCTION TO MANAGEMENT**

This course introduces the functions of management such as planning, organising, leading and controlling and other management principles and concepts. The subject will expose students to managerial approaches that are pertinent in a business enterprise. Business challenges and several management issues are also covered in order for a student to acquire better understanding of managerial duties, skills, roles and decisions.

**MKT410 - INTRODUCTION TO MARKETING**

This course introduces the principles and practice of marketing. It includes the basic concept and philosophies in marketing, market segmentation, targeting and positioning as well as marketing mix (4P's). In addition, areas on consumers' buying behaviour, marketing environment and marketing role in strategic planning and society are also emphasised.

**TMC401 - INTRODUCTORY MANDARIN (LEVEL 1)**

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the first of a three-level Mandarin Language course designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

**TFC401 - INTRODUCTORY FRENCH (LEVEL I)**

This is the first of a three part course for the French Language. It helps to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilisation.

**TJC401 - INTRODUCTORY JAPANESE (LEVEL I)**

This is the first of a three-part programme for Introductory Japanese Course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured 30 information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

**SEMESTER 2****CTU551 - ISLAM AND ASIAN CIVILIZATION**

This course discusses the history and civilization knowledge such as Islamic civilization, Malay civilization, China civilization and India civilization. Current issues during civilization and the importance of courtesy dialogues are also emphasized.

**ELC500 - ENGLISH FOR ACADEMIC READING**

This course is a review of fundamental reading skills necessary for understanding academic texts at tertiary level. It focuses on building and enhancing students' ability to interpret content and analyse the organisation of ideas in reading texts. It is recommended that tasks and activities are discipline-based.

**ENT530 - INTRODUCTION TO ENTREPRENEURSHIP**

The emphasis of this course is to nurture entrepreneurship culture among students so that they can appreciate the value of entrepreneurship in their daily life. Students will be introduced to the fundamental of entrepreneurship: its concept and theoretical framework of entrepreneurship, and the individual entrepreneurial development. Students will also be exposed to creative and innovative development that will enhance them in identifying business opportunities. Emphasis will also be made on methods of starting a business.

**HBU121 - NATIONAL KESATRIA II**

This course encompasses four components such as discipline of self defence (battle without weapons), patriotism, spiritual and recreational. This course also introduces the principal of survival to students.

**HTT455 - TRAVEL AGENCY MANAGEMENT AND OPERATION**

This course is designed to provide knowledge on the management of travel and tour agency. Travel and tour agency serves as an important intermediary in tourism industry. Hence, students will be given theoretical foundation and principles of managing a travel and tour agency effectively. They will also engage in activities that can enhance their operation skills particularly in tour package development and tour guiding competencies.

**HTT466 - COMPUTER RESERVATION AND TICKETING**

This course is designed for students to learn on the basic operation of commercial airline industry particularly in the area of reservation and ticketing. It consists of specific procedural knowledge and hands-on skills particularly in the usage of ABACUS system to handle flight reservation and issuing ticket as commonly applied in the airline industry.

**LAW419 - HOSPITALITY AND TRAVEL LAW**

The course would focus on the basic understanding of the Malaysian legal system as well as other basic legal principles which are mainly governing the hospitality and travel industry with particular emphasis to aspects of laws relevant to culinary, food management, restaurant and tourism industry. The laws covered within this course are namely the commercial law such as law of contract, law of agency, tort of negligence and other parliamentary statutory provisions relevant to hospitality and tourism industry.

**TMC451 - INTRODUCTORY MANDARIN (LEVEL II)**

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the second of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

**TFC451 - INTRODUCTORY FRENCH (LEVEL II)**

This course includes an integration of the four language skills, which will enable students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Verbal and non-verbal communication skills are taught with visual aids. Students are also taught to anticipate and respond to questions appropriately. This course also provides relevant cultural and social elements.

**TJC451 - INTRODUCTORY JAPANESE (LEVEL II)**

This is the second of a three parts for Introductory Japanese course. Hiragana and Katakana characters will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence.

### **SEMESTER 3**

#### **CTU555 - MALAYSIAN HISTORY**

This course explains the concept of ethnic diversity, community, and culture that exists in Malaysia and plurality from Islamic perspective. This course discusses the history of Independence, the Constitution and the unity of the Ummah through the Federal Constitution in comparison with the constitution of Medina. It also discusses the political and economic development, action plans and strategies towards creating an integrated society, Malays and Bumiputeras survival strategies and application of Islamic values as a way of life in various ethnic groups in Malaysia.

#### **ECO560 - ECONOMICS FOR HOSPITALITY MANAGEMENT**

This course will cover the key areas of economics within a hospitality framework. Case studies and/or selected reading excerpt will be utilised in explaining relevant economic principles and defining key terminologies. The topics will be covered with a minimum amount of mathematics. The content of the course will equip students with the relevant economic knowledge that will enable them to analyse and manage the development in the hospitality industry and related activities in tourism, leisure and recreation

#### **ELC550 - ENGLISH FOR ACADEMIC WRITING**

This course focuses on developing students' ability to paraphrase, summarise, and write parenthetical references/citation. The skills acquired will deter plagiarism and help prepare them for writing their final year project paper which is mandatory to acquiring their respective degrees.

#### **HBU131 - NATIONAL KESATRIA III**

This course is an extension to TTS skills, water sports, recreation, survival and additional mental and physical stage of fitness. Students are also equip with communication skills, creative thinking and spirit of teamwork.

#### **HTT537 - EVENT MANAGEMENT**

This course will cover topics such as the importance of events to the tourism industry, the function of management in organising event, the stages in event planning, bidding and negotiation, sponsorship and fundraising for the events. Current issues pertaining to special event in the tourism industry are topics for class discussion.

#### **HTT538 - HEALTH AND WELLNESS TOURISM**

This course will equip the students with knowledge and understanding of the new emerging tourism sector – Health and Wellness. The course focuses on health and wellness product development, managing resources, cater to the needs of tourists' health and well-being. Students learn how global changes especially demographic shift experienced by the world population, influences the development of health and wellness tourism offerings. Problem-solving cases will be used to familiarize students with current issues related to health and wellness tourism businesses, which enable them to meet changing circumstances of health and wellness tourism sector.

#### **HTT547 - PARK AND RECREATION MANAGEMENT**

This course is designed to provide students with an understanding of the history, concept and development of park and recreation. Next, the operation management of the park such as resource management responsibilities, visitor use management, financing and human resources will be explored. Students will also be exposed to the problems and solutions of managing parks and finally, discuss about the future of parks and recreation.

### **HTT530 - HERITAGE TOURISM**

This course provides a theoretical and practical overview of issues and insights in relation to heritage tourism. Specifically, this course focuses on the cross-disciplinary study of culture and heritage in tourism, at the local, national and international levels of destination and society. Two areas of emphasis in this course are: (1) Theoretical insights into heritage related to place and space, community, politics and power, ethnicity, identity and belonging, plus the stakeholders in the local-global tourism industry, (2) Practical insights and tools from an applied perspective, for the planning and management of heritage sites and other heritage resources. The notion of 'heritage' includes natural, cultural and social aspects of heritage. Attention will be paid to both the developing and developed world context.

### **TMC501 - INTRODUCTORY MANDARIN (LEVEL 3)**

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the third of a three-level Mandarin Language programme designed specifically for UiTM Bachelor degree students. The students will be taught appropriate introductory level vocabulary and grammar. The course will emphasise greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, speech, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the intermediate level proficiency. In this course, students will be introduced to the Hanyu Pinyin system (Romanized Mandarin). In addition, Chinese culture will also be introduced in this course.

### **TFC501 - INTRODUCTORY FRENCH (LEVEL III)**

This is a course for students to develop the strategies and skills necessary for effective oral presentations and introductory written skills. This course enables students to develop a satisfactory level of fluency and confidence in using French as a functional tool for social interaction and communication. Students also learn some aspects of French culture and civilization.

### **TJC501 - INTRODUCTORY JAPANESE (LEVEL III)**

This is the third of a three part programme for Introductory Japanese Course. Hiragana, Katakana and simple Kanji will be used. The syllabus ranges from the introductory Japanese structures to cultured information. It helps to equip the students with introductory communicative competence. This course also introduces some introductory Japanese Cultural elements to the students.

## **SEMESTER 4**

### **HTH581 - HOSPITALITY FINANCIAL MANAGEMENT**

The course covers key areas of financial aspects of evaluating future hospitality projects. Students must deal with several tools in analysing and evaluating the worthiness of mutually exclusive projects. The contents include financial decisions and risk return relationship, financial feasibility, evaluation of hospitality properties, financial structure, and asset management.



### **HTT505 - PHILOSOPHY OF TOURISM**

This course is offered as an introductory course in philosophy, the focus of which is to prepare students for reading philosophical texts as well as forward thinking and writing philosophically in the context of tourism. It is hoped that by carefully reading the texts selected for the course, students will learn how to philosophically investigate some of the issues that are of central importance to human thinking, psychology of travel and tourist behaviour. As an introduction to the study of philosophy, this course has two over-arching goals: 1) increasing the students' knowledge of central philosophical arguments and 2) developing students' abilities to read, write, and debate these arguments critically. With these main goals in mind, we will begin with a brief introduction to logic and the progress towards an understanding of the import of various philosophical ideas with a constant eye as to how and why these ideas matter in our lived worlds.

### **HTT510 - INFORMATION TECHNOLOGY AND TOURISM**

This course introduces the concepts and theories on information technology, technology adoption, diffusion of innovation, usability, social media and social network and how they influence tourism/hospitality industry. In addition, this course exposes students to issues related to the use of technology for knowledge management, benchmarking, inter-organisational data sharing, and collaboration among organisations in the tourism industries. Specifically, this course provides an insight into the tourism industry through the application of new emerging technologies. It covers both the strategies and concepts of e-commerce and the technological infrastructure requirements that are applicable in the tourism industry. By the end of this course students will be able to understand the factors that influence technology adoption/use in tourism. Students will learn to apply the newly acquired theoretical knowledge to practical problems through case studies. They will also have acquired the necessary knowledge and skills to develop technology management strategies that can help tourism organisations use emerging technologies more effectively.

### **HTT555 - TOURISM ECONOMICS**

This course examines the advance economic principles on the tourism industry and explores the impacts of tourism on local and national economics. Applications of economic analysis to tourism include estimation and prediction of demand and supply, forecasting tourism market trends, estimating and forecasting tourism value and demand, economic impacts of tourism and the use of economic analysis in tourism management, marketing, financial, and policy decisions.

### **HTT557 - DESTINATION PLANNING AND DEVELOPMENT**

This course is designed to provide students with a valid and practical means of planning destination to meet the collective needs of tourists, host communities, government, and other stakeholders. The preparation of development plans and identification of potential products/resources is vital to the dynamic nature of tourism and the factors that influence its development. Thus, it will develop analytical thinking in order to evaluate tourism destination according to current and future needs.

### **HTT565 - TRAVEL BEHAVIOR**

Pervasiveness that occurs in the travel industry demands a more comprehensive study of leisure behaviour in all its complexity. The continued growth of the tourism industry depends on a closer and more attentive scrutiny of group travel needs as well as how it influences leisure and travel patterns of individuals. This subject will therefore identify the elements influencing tourist behaviour, understanding and managing tourist behaviour and the process involved in making decisions among the tourist.

#### **STA404 - STATISTIC FOR BUSINESS AND SOCIAL SCIENCES**

This course introduces the students to the basic and intermediate methods of data analysis. Emphasis will be given to the usage of descriptive and inferential statistics including measures of central tendency, measures of dispersion, correlation, regression, hypothesis testing and chi-square test of independence. Student will be exposed to interpret the output from the statistical software.

#### **SEMESTER 5**

#### **HTH666 - HOSPITALITY HUMAN RESOURCE MANAGEMENT**

This course is designed to help students understand the importance of human resources in achieving organisational goals in the hospitality industry. This course also provides an overview of human resource management, with particular emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues.

#### **HTH668 - HOSPITALITY STRATEGIC MANAGEMENT**

This course introduces current literature and theories of strategic management in hospitality firms and business scenario as a whole. Students will be actively involved in the exploration of current ideas, issues, problems and techniques associated with top management and overall organisation. This task includes planning a company's mission statement, objectives, vision and policies and figuring out the most effective way to implement them. Analysis of the environments, opportunities and strategies peculiar to managing the strategy function in the hospitality industry will be covered.

#### **HTM605 - HOSPITALITY RESEARCH METHODS**

This course is designed to expose students to management research in order to better understand the complexity of today's hospitality business environment. Managers need good information to reduce risk in their management decision making. At the same time, research can assist management to ask the right strategic questions. Hence, knowledge and understanding of our social and business environment have become the basis of today's managerial decision-making. This introductory course provides a holistic and integrated approach to hospitality management research processes. This course covers a wide range of approaches to management research and their philosophical bases to be readily applicable to managerial problem solving.

#### **HTT644 - PROFESSIONAL DEVELOPMENT**

This subject is designed to prepare students to manage dynamic, constantly changing work environment with peoples' skills. Specifically, it provides them with awareness of skilful performance of personal, interpersonal, and group skills in various settings as the essential and indispensable foundation of effective management practice in working environment as well as personal life.

#### **HTT667 - TOURISM MARKETING MANAGEMENT**

This course introduces the students to the travel and tourism industry focusing on marketing and promoting the tourism products and services. Students are exposed to the tourism marketing mix and promotional mix element of the tourism products and services and applied these to the tourism organisation.

**HTT670 - ISLAMIC TOURISM**

This course introduces the concepts of Islam and tourism to further enhance greater understanding of tourism businesses from the Islamic perspectives. The students will be given the basic knowledge of the Islamic civilization, Islamic world, Islamic travel, Islamic law and tourism, and how to design and develop travel businesses targeted to the Global Islamic market.

**HTT680 - SUSTAINABLE TOURISM MANAGEMENT**

This course is designed to expose students to the issues of development of tourism industry and the socio-cultural and economic impact and challenges encountered as tourism development increases. Studies will include planning, development and control besides translating basic principles into practical part in sustaining the tourism industry and achieving a balance between development and long term conservation of physical, ecological and socio-culture.

**SEMESTER 6****HTM655 - UNDERGRADUATE PROJECT**

This course provides a platform for students to further enhance the learning in acquiring special topics of interest within the industry that are not covered extensively in the curriculum. The project provides opportunity for students to study in greater depth an aspect of particular issue (mastery of knowledge) relating to the project's theme relevant to the industry. The undergraduate project may be either an argumentative essay, applied or action "research" to satisfy the requirements. The course will employ both formative and summative assessment methods.

**HTT660 - PROFESSIONAL TRAINING**

This subject is designed to provide exposure to the students in the travel and tourism industry. In this subject, students will be located in various units of tourism organisations. Students will be attached at various organisations such as travel agencies, tour operators, airlines, event organisations, theme parks, cultural organisation, accommodation, tourism association, government agencies and other organisations related to the travel and tourism industry. Duration of the practical training attachment will be 6 months during their final semester.