

OPEN UNIVERSITY OF MAURITIUS

FOUNDATION COURSE IN

TRAVEL AND TOURISM

INTRODUCTION

In line with its philosophy to democratise access to university education, the Open University of Mauritius offers Foundation Courses. These courses aim at better preparing learners for higher education while allowing them to meet the minimum requirements to undertake undergraduate studies. They have been carefully developed by a team of experts to ensure the smooth transition to university. They also motivate learners and give them a better chance of succeeding. They play a pivotal role in helping learners to revisit lost skills, while giving them the necessary confidence and preparatory experience they need for success at university. However, they are not intended to replace secondary school courses. On successfully completing four foundation courses (10 modules) through Open Distance Learning (ODL), they can join degree programmes.

The ODL mode of delivery enables convenient self-study within a flexible framework. This mode of delivery allows learners to learn at their own pace, in their own place and time without disrupting their social, professional and domestic commitments hence, allowing them to earn while learning.

THE RATIONALE

Mauritius enjoys an international reputation as an exclusive, high-quality beach holidays destination. Tourism has grown very rapidly over the last decade providing employment to more than 100,000 persons directly and indirectly and representing 9% of the GDP of the Mauritian Economy.

To maintain this reputation and economic input, it is crucial that continuous efforts be made to maintain and uplift the Mauritian Tourism Product as well as upgrading the manpower so as to ensure a sustainable development.

Although the main focus in the tourism sector is on the hotel and restaurant side, the services sector, encompassing ground handling agencies, tour operators, travel agencies, airline companies, car rental companies, parks and attractions, museums, events organisations; yet

ancillary services such as the police department, hospitals and banking services have a major role to play and require an adequate supply in human resources to ensure that the Tourism Industry is managed efficiently.

The training of manpower in the manifold fields of tourism is a matter of priority.

This foundation course on travel and tourism will empower the prospective learners with the required competences to meet the present and future needs of this leading industry.

COURSE AIM

The overall aim of this foundation course is to provide learners with a thorough grounding in the scale and importance of the travel and tourist industry and developing their aptitudes and skills relevant to the industry.

PROGRAMME REQUIREMENTS

School Certificate with a minimum of three (3) credits including English and one (1) A Level.

LEARNING OUTCOMES

By the time learners finish the course they should be able to develop an understanding of the scale and importance of the multifaceted characteristics of travel and tourism and achieve the following tasks:

- dress in a most acceptable way
- Communicate in a most effective way about general tourism themes local or international
- Preserve nature
- Demonstrate an understanding of the development of the tourism.
- Promote a mutual and cultural understanding
- welcome tourists and show courtesy
- describe the functioning of the tourism and travel industry,
- Understand the role of the different actors of the tourism and travel industry.

COURSE DURATION

- The course runs over one calendar year
- The year of study is divided into two semesters of 15 weeks

MINIMUM CREDITS REQUIRED FOR THE AWARDS

8 credits

Each credit in the University's system is equivalent to a minimum of 20 hours of study including all learning activities (i.e. reading and comprehending the print material, watching video, attending tutorials/counselling sessions, writing assignments responses and preparation for the examinations). Thus, a 4 credit course involves a minimum of 80 hours of study.

ASSESSMENT

- Assignments 30%
- Examinations 70%
- Overall pass 40%

STRUCTURE OF THE FOUNDATION COURSE

- The course consists of two modules
Module 1 – Semester 1
Module 2 – Semester 2
- Module 1 comprises 6 units
Module 2 comprises 5 units

THE MODULAR SYSTEM AND STUDENT WORK LOAD

- Each semester comprises 80 hours (approx.. 4 months)

- Total study time – 160 hours

TEACHING METHODS

- In each unit, learners will be provided with learning concepts and will be required to complete Self-Marked Assessments (SMA).
- Face to face sessions will be optional but desirable.
- It is proposed to have one face to face session per month and a minimum of two per semester
- Self-Marked Assessments will comprise simple questions either in the form of multiple choice 'True/False' or by way of 'fill in the blanks'.
- Each module will comprise at least one Tutor Marked Assessment

The course will include 2 compulsory field trips.

MODULE 1

COURSE TITLES

UNIT 1	Grooming
UNIT 2	Presentation and ICT skills
UNIT 3	Knowledge of World Geography w.r.t. Tourism
UNIT 4	History of Tourism
UNIT 5	The Travel and Tourism Industry
UNIT 6	The Demand Supply of Tourism Services

MODULE 2

COURSE TITLES

UNIT 1	Exploring Marketing in Travel and Tourism
UNIT 2	Impacts of Travel and Tourism on Destinations Development
UNIT 3	Destination Planning of the Travel and Tourism industry
UNIT 4	Roles, Objectives and activities of Travel and Tourism organizations.
UNIT 5	Tour guiding for Travel and Tourism

COURSE CONTENT AND UNIT OBJECTIVES

MODULE ONE

The Learning Objectives of each unit in Module One

Unit 1 – Grooming

Learners should be able to:

- 1.1 Identify the need for a proper personal presentation. (Range: hair style, dressing style, body hygiene, nails, hairs, make up)
- 1.2 Ensure proper grooming
- 1.3 Select costumes appropriate to the occasion.
- 1.4 Practice all of the above in accordance with company policy.

Unit 2 – Presentation and ICT skills

Learners should be able to:

- 2.1 Understand the need for a proper presentation for a job or a course or for any other occasion to achieve a specific objective.

- 2.2 Use the 5 senses to enhance verbal and non verbal communication to communicate effectively.
- 2.3 Understand barriers to communication and identify methods to overcome them.
- 2.4 Use ICT tools to present effectively.

Unit 3 – Knowledge of World Geography with reference to Tourism

Learners should be able to:

- 3.1 Understand the North/ South tourism movement due to climate.
- 3.2 Describe tourism fluxes and identify main tourism generating countries.
- 3.3 List UNESCO world Heritage sites.
- 3.4 Apprehend Physical attractions such as Mountains, Rivers, seas, Ski slopes, coral reefs, forests and lakes with reference to tourism activities practiced.

Unit 4 – History and Tourism

This unit covers on the main historical events that have helped to promote the tourism industry over the ages.

Learners should be able to:

- 4.1 Describe the main technological events such as ships and cruise liners, air transport, International banking and Internet and how they have helped in the expansion of the tourism industry.
- 4.2 Describe the main political events such as the globalisation of the world and the influence of the trade and how they have helped in the expansion of the tourism industry.
- 4.3 Describe the main economic factors such as industrialisation, wage increases, the rise of trade unions to protect the employees and better standards of living and how they have helped in the expansion of the tourism industry.
- 4.4 Describe the main social factors such as the need to travel and the need for holidays and how they have helped in the expansion of the tourism industry.
- 4.5 Explain the concept of the Grand Tour and emergence of Thomas Cook as the first Tour Operator.

Unit 5 – The Travel and Tourism Industry

Learners should be able to:

- 5.1 Define Tourism and its importance as an Industry within an economy.
- 5.2 Describe the role of the government and the private sector in sustaining tourism development.
- 5.3 Describe tourism in Mauritius as at date in terms of major markets serviced, revenue generated, and employment generated.
- 5.4 List down the Social, Economic, Technological and Environmental impacts of tourism.

Unit 6 - Demand and Supply of Tourism Services

Learners should be able to:

- 6.1 To differentiate between Demand and Supply.
- 6.2 About the characteristics of demand and supply.
- 6.3 About the role & services of Travel agencies, Airline Industries and Tour Operators.
- 6.4 To regroup tourism products under the different forms of tourism (Range: Leisure tourism, cultural tourism, Heritage tourism, Business tourism)

MODULE TWO

The Learning Objectives of each unit in Module Two

Unit 1- Exploring Marketing in Travel and Tourism

Learners should be able to:

- 1.1 Understand the principles of marketing in the travel and tourism industry.

- 1.2 Understand how travel and tourism organisations provide a range of products and services to meet the needs of different types of customers
- 1.3 Be able to design and use market research to meet specific objectives
- 1.4 Be able to produce promotional material suitable for use in travel and tourism.

Unit 2 - Impact of Travel and Tourism on Destinations Development

Learners should be able to:

- 2.1 Evaluate the economic impact of tourism and the effect on policy formation.
- 2.2 Evaluate the socio - cultural impacts of tourism, including the commercialisation and authenticity of culture and the effect on tourism policy.
- 2.3 Evaluate the environmental impacts and describe strategies to minimize the impacts.

Unit 3 - Destination Planning of the Travel and Tourism Industry

Learners should be able to:

- 3.1 Understand the different policies in the planning process for a sustainable tourism development.
- 3.2 Understand the principles of sustainable tourism management.
- 3.3 Explain the inter-relationships between the public and private sector and tourism.
- 3.4 Demonstrate knowledge of tourism planning and the concept of sustainable development.

Unit 4 – Roles, Objectives and Activities of Travel and Tourism organizations

Learners should be able to:

- 4.1 Understand the concepts of travel and tourism within the private, public and voluntary organisations of a country's tourism industry.
- 4.2 Know the objectives and activities of international travel and tourism organisations
- 4.3 Understand the development of the public, private and voluntary travel and tourism organisations for a sustainable development of the tourism industry.

Unit 5 - Tour Guiding for Travel and Tourism

Learners should be able to:

- 5.1 Explain the processes involved in tour guiding
- 5.2 Discuss the barriers that exist for this profession
- 5.3 Prepare commentaries to deliver to the customers for their enjoyment and learning
- 5.4 Use a variety of medias and techniques to create customer focused and informative experiences
- 5.5 Develop techniques for interacting with customers during the presentations
- 5.6 Appreciate the impact of this profession to the tourism industry