



# College of Tourism and Hotel Management



## Levels of certificates:

- Courses
- Diploma
- Advanced Diploma
- Certified Expert
- Certified Advisor
- MINI MBA
- MINI DBA
- Professional Bachelor
- Professional Master
- Professional doctorate

## Objectives:

- To prepare a technically trained staff on the International level, for the advancement of applied learning and management skills through methods of self-based learning and practical field experience.
- Moreover, expanding the publications of scientific research to enrich the hospitality sector.
- The Faculty of Tourism and Hotels is also committed to providing outstanding community service and promote and development of the tourism sector as the most important sectors contributing to progress.

## Specialization:

## Department of Hotel Studies

<b>First Class</b>	<b>Second Class</b>
<p>First Foreign language specialist. Second Foreign specialized Language.</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Introduction to Tourism science.</li> <li>• Principles of the hospitality industry.</li> <li>• Principles of Economics.</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Tourist geography.</li> <li>• General health.</li> <li>• Management principles.</li> </ul>	<p>Extended materials taught throughout the classroom</p> <p>First foreign language specialist A second specialized foreign language. The art of Hotel cooking .</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Computer.</li> <li>• Accounting principles.</li> <li>• Principles of statistics.</li> <li>• Hotel Management.</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Hotel Accounting.</li> <li>• Tourist and hotel statistics.</li> <li>• Catering Service.</li> <li>• Nutrition and menus.</li> </ul>

<b>Third Class</b>	<b>Fourth Class</b>
<p>Extended materials taught throughout the classroom</p> <p>First foreign language specialist</p> <p>Foreign specialized Language second</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Tourism agencies and organizations.</li> <li>• Tourism and hotel legislation.</li> <li>• Cost accounting.</li> <li>• Front offices.</li> <li>• Food &amp; beverage.</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Hotel equipment.</li> <li>• Economics of hotels.</li> <li>• Purchase and receipt of food ore.</li> <li>• Internal supervision.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Extended materials taught throughout the classroom-</li> <li>✓ First foreign language specialist-</li> <li>✓ Foreign specialized Language second-</li> <li>✓ Hotel Project</li> </ul>

## Department of Tourism Studies

<b>First Class</b>	<b>Second Class</b>
<p><u>First semester</u></p> <ul style="list-style-type: none"> <li>• Feasibility Study</li> <li>• Management of concerts and conferences.</li> <li>• Store food.</li> <li>• Hotel Maintenance.</li> <li>• Feed groups.</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Hotel Marketing</li> <li>• Hotel Therapeutic.</li> <li>• Hotel Health.</li> </ul>	<p>Extended materials taught throughout the classroom</p> <p>First Specialized foreign language</p> <p>Second specialized foreign language</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Computer</li> <li>• Accounting principles</li> <li>• Principles of statistics</li> <li>• Tourism office management</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Local and international tourism</li> <li>• Tourist and hotel statistics</li> <li>• Accounting for tourism companies</li> <li>• Tourism Companies</li> </ul>

<b>Third Class</b>	<b>Fourth Class</b>
<p>Extended materials taught throughout the classroom</p> <p>First Specialized foreign language second specialized foreign language</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Tourism agencies and organizations</li> <li>• Tourism and hotel legislation</li> <li>• Economics of tourism</li> <li>• Tourism Companies</li> </ul> <p><u>Second semester</u></p> <ul style="list-style-type: none"> <li>• Recent trends in tourism</li> <li>• Tourism and the environment</li> <li>• Development of tourism sales</li> <li>• Airlines</li> <li>• Tourism planning</li> </ul>	<p>Extended materials taught throughout the classroom</p> <p>First specialized foreign language Second specialized foreign language Tourism project</p> <p><u>First Semester</u></p> <ul style="list-style-type: none"> <li>• Feasibility Study</li> <li>• Airlines</li> <li>• Tourism development</li> <li>• Economics of tourism transport</li> </ul> <p><u>Second Semester</u></p> <ul style="list-style-type: none"> <li>• Tourism Marketing</li> <li>• Tourist information</li> <li>• Foreign Language tourism</li> <li>• correspondence</li> </ul>

## Training programs:

### A. Hotel and restaurant Management courses:

- Training Diploma in the management and operation of restaurants
- Diploma of Restaurant Management
- Diploma in Hotel Management and guest houses course ware management of hotel reception offices
- Health Affairs program in hotel establishments and quality of food safety
- Diploma of Hotel Management and guest houses
- Conference Management course and concerts in the hotel industry
- Internal tutoring course in hotels and restaurants
- Diploma of Administrative Leadership in hospitality and hotel services
- Training course in the origins of the food service art and the Fundamentals of Hotel cooking
- Catering Art Course
- Hotel Culinary Art Course
- The course of receiving and storing food ores in the Finnish restaurants
- Training courses in sales
- Training courses in marketing
- Training courses in the field of real estate
- Training courses in human resources
- Training courses in quality management and institutional excellence
- Training courses in tourism, hotels and aviation
- Training courses in e-tourism and e-marketing for all sectors
- Conferences and workshops
- Training course in various administrative ways to achieve the objectives of the hotel
- Training course in ticketing and travel management
- Computer training course in Hotel computing

- Training course in the Certified Professional consultant in hotel Management and tourism business
- Training course in tourism product sales skills
- Training course in the organization of tourism festivals
- Training course on the origins and art of marketing destinations
- Basics of Hotel marketing and hotel sales development
- Training course in the Art of tourism extension: making tourists
- Training course in the art and management of public relations in the hotel and tourism sectors
- Training course in booking, calculating and issuing airline tickets
- Managing and marketing tourism in times of crisis
- Out of competition, tourism innovation and creation of the new tourism product
- The art of dealing with tourists and rehabilitating junior employees
- Tourism industry in the Arab nation from a strategic, administrative and development perspective
- Program for the development of tourism events and the creation of a nontraditional tourism product
- Modern strategies to ensure sustainable development of tourism resources
- Development and tourism investment in culture and heritage
- The role of tourism and economic information in stimulating tourism
- Rehabilitation of media professionals in tourism
- Program to increase the efficiency of tourism security personnel
- Program on the role of technology in achieving tourism security
- Program to combat ordinary and electronic tourism offences
- Strategic management of the human resources of the tourism and travel sector
- Intensive course in tourism security and tourism facilities insurance
- Security, safety and occupational health for the tourism, travel and aviation sector

## **B -Training courses in etourism and emarketing for all sectors**

- Evaluation and analysis of websites and channels of corporate communication
- Quality standards in Web sites in general
- Micro masters in E-marketing
- Management and marketing of e-stores
- Managing and marketing media and social media
- Integrated electronic Advertising Course
- E-Site Training course on SEO search engines
- Specialized courses for the development of an electronic marketing consultant specializing in the management and marketing of tourism sites
- Summary in e-marketing for managers and business owners
- Web design and programming
- Marketing, self-advertising and optical identity course
- E-Sales Manager training Course
- E-Content Management courses
- Preparation of integrated e-Marketing plans
- The art and management course of e-tourism sites
- Integrated e-Marketing Diploma
- Public relations course and how to build your audience on social media sites

- The course of advertising via YouTube, video and visual assets
- Integrated in online advertising

### **C-Training courses in quality management and institutional excellence**

- Global quality management for companies and organizations
- Application of quality in academic education
- Comprehensive quality management in the hospitality sector
- Quality program in government institutions
- Quality standards in destinations
- Quality management program for tourism enterprises
- Program to upgrade outstanding performance rates
- Program of excellence methodologies in accordance with European quality standards
- Criteria for Institutional Excellence Awards
- Building quality systems in intelligent institutions
- Excellence program through comprehensive quality Management
- The eight factors program for the establishment of sustainable quality management
- Modern methods of simplifying labour systems procedures under the overall quality approach
- Internal reference Preparation program for the Quality Management system
- The program of Excellence of corporate performance the European model of Excellence QM
- Diploma of Institutional Excellence