



"The camera makes everyone a tourist in other people's reality, and eventually in one's own".

Susan Sontag

CHARLES TELFAIR
I N S T I T U T E



Curtin University

BACHELOR OF COMMERCE TOURISM AND HOSPITALITY AND MARKETING

WHAT IS IT?

The Tourism and Hospitality major will provide you with the relevant knowledge and skills to become an effective manager in the complementary sectors of Tourism and Hospitality.

Your study will include:

- contemporary issues in international tourism
- sustainable management of tourism
- the impact of tourism on the local and global economy
- the critical aspects of hospitality management
- the role of marketing in both sectors

In the Marketing major you will have the chance to explore:

- international and internet marketing
- sales management
- research
- product, pricing and promotion strategies
- distribution strategies

You will also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services or ideas.

Please note:

During your first semester of the Bachelor of Commerce you will complete common core units which will provide an introduction to the various aspects of business. You do not need to make a final decision on a single or combined major until your second semester.

WHY A CURTIN BCom in Tourism, Hospitality and Marketing at CTI?

- ✓ **Experience:** CTI's has been at the forefront of Tourism, Hospitality and Marketing courses in Mauritius for over 16 years
- ✓ **Innovation:** It has a strong focus on contemporary Tourism, Hospitality and Marketing practices and challenges
- ✓ **Strong practical focus:** CTI's state-of-the-art facilities and close links with industry provide students with the necessary resources to be at the forefront of the industry's requirements
- ✓ **Employability Advantage:** This course helps students develop a comprehensive and unique understanding of industry requirements in the arenas of Tourism, Hospitality and Marketing
- ✓ **Industry Network:** Guest speakers from industry and work-based projects are a key feature of this course. Students work on real-world projects and undertake internships at top local companies

CAREER POSSIBILITIES

- / Public Relations Officer
- / Travel Consultant
- / Tourist Information Officer
- / Tour Guide
- / Events Coordinator
- / Internal Communications Coordinator
- / Public Relations Consultant

- / Publicist
- / Community Relations Specialist
- / Public Affairs Consultant
- / Corporate Travel Consultant
- / Tourism Manager
- / Festival Director
- / Resort Manager.

COURSE STRUCTURE

YEAR 1

> Introduction to Accounting	> Business Law
> Introduction to Business Information Systems	> Introductory Economics
> Communication in Business	> Discovering Marketing
> Fundamentals of Management	> Principles of Tourism Hospitality and Events

YEAR 2

> Consumer Behaviour	> Internet Marketing
> International Marketing	> Marketing Research
> Hospitality Industry Management	> Managing Tourism Destinations
> Tourism and Leisure Marketing	> Sustainable Event Development

YEAR 3

> Services Marketing	> Digital Communication Management
> Retail Marketing and Distribution	> Strategic Marketing
> Contemporary Issues in Tourism Management	> Dynamics of Hospitality Industry Management
> Event Management	> Business Capstone

Upon completion of a BCom, you can gain entry into CURTIN Master of International Business

Disclaimer: Please note that CTI/Curtin reserves the right to change the content and/method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study which it offers, to impose limitations on enrolment in any unit or program and/or to vary arrangements for any programme.

DELIVERY PLAN

Duration:

The programme is run over three years (six semesters)

Starting Dates:

Two intakes per year - February & August

ENTRY REQUIREMENTS

For admission to Curtin, applicants must

- / Satisfy the minimum academic entry requirements
- / Meet the minimum English competency level or
- / Have experience in the field. Recognition of prior learning is assessed on an individual basis.

Please note:

- / Candidates who do not meet all entry requirements can enroll on the *CTI Foundation programme* in order to gain admission to the BCom degree

APPLICATION PROCEDURES




- / Students must complete the prescribed application forms available at our Future Student Centre or at www.telfair.ac.mu and should submit relevant copies of the following documents:
- / Copies of educational qualifications / Two passport-size photographs
- / Copy of National Identity Card and Birth Certificate
(The originals of all the above documents for certification purposes are needed.)

APPLICATION DEADLINE

It is recommended to register at least 5 weeks before the start date of Programme. Please call us on 4016511 or email us on marketing@telfair.ac.mu

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 info@telfair.ac.mu

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 www.telfair.ac.mu  Charles Telfair Institute