

**MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF TOURISM, HOSPITALITY AND LANGUAGES
DEPARTMENT OF TOURISM MANAGEMENT
COURSE OUTLINE FOR THE DEGREE OF
BACHELOR OF TRAVEL AND TOURISM MANAGEMENT
OF MAKERERE UNIVERSITY ACADEMIC YEAR 2025/2026**

COURSE NAME: TRAVEL AND TOURISM MANAGEMENT

COURSE CODE: BTT 1101

YEAR OF STUDY: ONE

SEMESTER: I

FACILITATORS: Immaculate Mbabazi, Kabuzi Asuman, Joseph Okello and Gillian Namudai

COURSE DESCRIPTION

The course examines the basic concepts in the travel and tourism industry while introducing students to the various forms and management of tourism as a global phenomenon. The central concepts of sustainability and sustainable development in working with communities, other resource-based industries, and with visitors to natural areas are highlighted. Career prospects and key benefits that minimize visitors' impact to eco systems and communities are also addressed. The course also outlines the roles of various agencies and organizations in managing both natural and man-made resources in relation to tourism activities.

COURSE OBJECTIVES

Upon successful completion of the course, students should be able to;

- Define travel and tourism as well as highlight the different forms and types of tourism
- Contribute to the role of the tourism industry in the development of global economies
- Understand the impacts of Tourism on natural resources and local communities, and strategies for minimizing the negative impacts
- Recognize contemporary global challenges of the tourism industry such terrorism, economic fluctuations, large scale immigration, political unrest etc. and their impact on Tourism as an industry.

Mode of Teaching

- Use of power point to enhance visualization
- Classroom discussions and presentations
- Case studies and Guest Lectures

Mode of assessment

- 2 Coursework tests: each is 15% totaling to	30%
- Final Examination	+ <u>70%</u>
Total	100%

***** Spot tests may be given at any point during class time and these can contribute to course work marks*****

CONTENT	WEEKS	FACILITATOR(S)
1. Introduction <ul style="list-style-type: none"> Defining travel and tourism Historical development of tourism Tourism value chain Career prospects 	1 & 2	Immaculate, Asuman & Joseph
2. Tourism organisations <ul style="list-style-type: none"> International and National organisations Role of regulatory authorities (WTO and NTOs) 	3	Joseph
3. The tourism product <ul style="list-style-type: none"> Unique characteristics Components of the tourism product (attractions, transport, accommodation and intermediaries) Tourist motivators (pull and push factors) Demand for tourism products 	4 & 5	Immaculate & Joseph
Coursework test one (September 13, 14, 20, & 21, 2025)		
4. Tourism activities <ul style="list-style-type: none"> Forms and types of tourism Alternative tourism approaches (Sustainable and Responsible tourism) 	6, 7 & 8	Immaculate
5. Tourism impacts <ul style="list-style-type: none"> Economic Socio-cultural Environmental 	9 & 10	Joseph & Asuman
Coursework test two (October 18, 19, 25, & 26, 2025)		
6. Contemporary and global challenges <ul style="list-style-type: none"> Terrorism, Economic fluctuations Political unrest, environmental degradation, pandemics and climate change 	11	Gillian
7. IT and the travel industry <ul style="list-style-type: none"> The Internet of Things (IOT) Travel technologies Smart technology trends 	12	Asuman
8. Tourism destinations <ul style="list-style-type: none"> Leading destinations word wide Factors influencing destination growth Destination Uganda (Introduction) 	13	Gillian & Asuman

References

Inkson, C., & Minnaert, L. (2022). *Tourism management: an introduction*. Sage.

Pencarelli, T. (2020). The digital revolution in the travel and tourism industry. *Information technology & tourism*, 22(3), 455-476.

Mahar, N., Dobriyal, P., Badola, R., & Hussain, S. A. (2024). Tourism on the roof of the world: Socio-ecological impacts of tourism on the Indian Trans-Himalaya. *Land Use Policy*, 138, 107031.

Mason, P. (2020). *Tourism impacts, planning and management*. Routledge.