PROGRAMME STRUCTURE FOR THE BACHELOR OF SCIENCE IN TRAVEL AND TOURISM MANAGMENT (BTTM)
FIRST YEAR

First Trimester

Course Code	Course Title	Credit Hours
COMP 100	Computer application	3
HTTM 100	Principles of Tourism and Hospitality	3
THEO 111	Christian Beliefs	3
ENTRE 114	Entrepreneurship	3
HTTM 103	Principles and Practices of Management	3
BTTM 100	Travel and Tourism Geography	3
HTTM 101 Or HTTM 102	Language I (French) Language I (German)	3
Total Credits		**21**

Second Trimester

Course Code	Course Title	Credit Hours
BTTM 101	Fundamentals of Travel Wand Tour Operations	3
BTTM 102	Tour Operations Techniques	3
BTTM 103	Sociology and Cros Cultural Issues	3
COUN 251	HIV & AIDS	3
COMM 111	Communication Skills	3
HTTM 104 Or HTTM 105	Language II (French) Language II (German)	3
Total Credits		**18**

Third Trimester

Course Code	Course Title	Credit Hours
MATH 130	Basic Statistics	3
BTTM 104	Cultural and Heritage Tourism	3
BTTM 105	Tour Guiding and Bush Craft Techniques	3
BTTM 106	East African Fauna and Flora	3
BTTM 107	Health, Safety and Security	3
BTTM 108	Airfare Ticketing and Settlement	3
HTTM 106 Or HTTM 107	Language III (French) Language III (German)	3
Total Credits		**21**

SECOND YEAR

First Trimester

Course Code	Course Title	Credit Hours
BTTM 201	Leisure and Recreation Management	3
HTTM 200	Hospitality and Tourism Economics	3
BTTM 202	Travel Agency Operations	3
BTTM 203	Travel and Tour Information System	3
BTTM 204	Conventions and Events Management	3
HTTM 201	Hospitality and Tourism Accounting	3
HTTM 203 Or HTTM 204	Language IV (French) Language IV (German)	3
Total Credits		**21**

Second Trimester

Course Code	Course title	Credit Hours
BTTM 205	Media and Customer Relations for Tourism	3
BTTM 206	Sports and Adventure Tourism	3
HTTM 205	Marketing for Hospitality and Tourism	3
HTTM 206	Tourism Hospitality and Environment	3
BTTM 207	Facilities Management in Hospitality and Tourism	3
BTTM 208	Ecotourism Management	3
BTTM 209	Wildlife Conservation and Tourism	3
Total Credits		**21**

Third Trimester

Course Code	Course Title	Credit Hours
BTTM 210	INDUSTRIAL ATTACHMENT I	6

THIRD YEAR
FIRST TRIMESTER

Course Code	Course title	Credit Hours
BTTM 300	Tourism Destination Management	3
BTTM 301	Sustainable Tourism Development	3
BTTM 302	Tourism Product Development	3
HTTM 300	Organizational Behaviour in Hospitality & Tourism	3
HTTM 301	Human Resource Management	3
HTTM 302	Managerial Accounting	3
SOST 202	Introduction to Research Methods	3
Total Credits		**21**
	TOTAL CREDIT HOURS	**156**

Application Procedure

Application forms are available at all our Campuses - Main Campus - Meru, Nairobi, Mombasa, Nakuru, Nyeri and Kisii and in all our centres - Marimanti, Maua and Meru Town

You can also download the application forms from the University website www.kemu.ac.ke.
A non-Refundable fee of Ksh 1000 for East Africans and US$ 20 for non-East Africans will be charged.

Main Campus, Meru
P.O. Box 267- 60200, Meru, Kenya
Tel: : 020 - 2118423/4/5/6/7 , 0724 - 256 162, 0734 - 310 655
info@kemu.ac.ke   Fax: 064 - 30162

Nairobi Campus
KeMU Hub
P.O. Box 45240- 00100, Nairobi, Kenya
Tel: 020 - 2247987/2248172, 0725 - 751 878, 0735 - 701 311
nairobicampus@kemu.ac.ke   Fax: 020 - 248160

Nakuru Campus:
Mache Plaza
P.O. Box 3654 - 20100, Nakuru, Kenya
Tel: 051-2214456   Fax: 2215314
info@kemu.ac.ke

Mombasa Campus:
P.O. Box 89983 - 80100,
Mombasa, Kenya Tel: 041 - 2495945/8
0715 120 282, 0731 190 932   info@kemu.ac.ke

Nyeri Campus:
Rware Building
P. O. Box 2285 - 10140, Nyeri , Kenya
Tel: 061- 2032904, 020 - 2118441, 0700-739 988, 0733 601 884
Fax: 061 - 2034100

Kisii Campus:
Royal Towers, 4th Floor
Tel: 0708 968 346
Email: info@kemu.ac.ke

Meru Town Centre:
P.O. Box 267 - 60200, Meru, Kenya
Tel: 064 - 31814 , 0718 767 060
info@kemu.ac.ke

Maua Centre:
Maua Methodist Hospital Sacco Building
P.O. Box 267 - 60200, Meru, Kenya
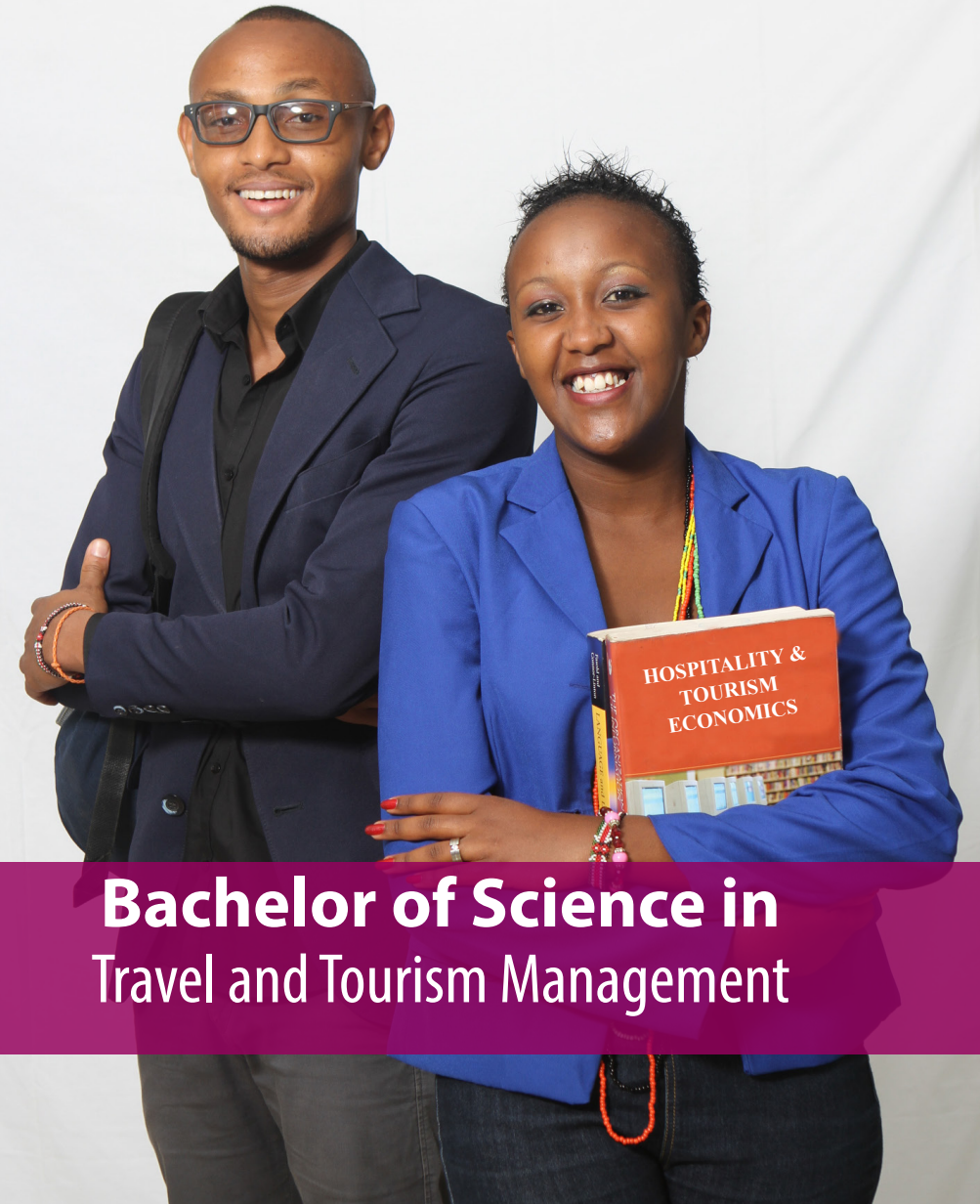Tel: 020 - 2118439, info@kemu.ac.ke

Marimanti Centre:
Methodist Rural Training Centre
P.O. Box 22 - 60215, Marimanti, Kenya
Tel: : 020 - 2118423/4/5/6/7, 0724 256 162, 0734 -310 655
Fax: 064 -30162,   info@kemu.ac.ke

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The future is here

Bachelor of Science in
Travel and Tourism Management

HOSPITALITY & TOURISM ECONOMICS

Bachelor of Science in Travel and Tourism Management (BTTM)

Philosophy of the BTTM Programme

The Philosophy of the programme is to produce a wholesome individual who is spiritually, intellectually and physically developed in order to use the opportunities available for the development of self, society and the tourism industry as a whole.

Rationale of the Programme

In line with the university's mission, Bachelor of Science in Travel and Tourism Management Programme aims at training students to become experts in Travel and Tourism and play a leading role in the society. Tourism is a key sector in the economy of this country. Tourism is the second biggest foreign income earner and a major employer in Kenya. The programme will train graduates to help in attaining vision 2030. This programme will play a critical role in training graduates who can work in the travel and tourism industry in Kenya and internationally. The programme will equip students with relevant knowledge, skills and attitudes, towards alleviation of the challenges facing individuals and organisations in the tourism sector. The programme will also produce graduates who will take up entrepreneurial roles in the country to improve their living standards and the economy at large.

Goal of the Programme

The goal of the programme is to produce graduates with knowledge, skills and competence to manage Travel and Tourism outlets. They will also acquire dynamic relevant skills and knowledge to enable them work in policy oriented environments such as in governments and research institutions.

Expected Learning Outcomes

By the end of the course, the learner should be able to:

1. Take up responsibilities in the dynamic Tourism industry as managers and supervisors.
2. Demonstrate leadership and managerial skills and professionalism that will enable them pursue personal development in specific areas of interest in Travel and Tourism.
3. Use the knowledge and skills acquired to take up entrepreneurial roles in the country and provide employment not only to themselves but also to others.
4. Develop and carry out Travel and Tourism community programmes to uplift the standards of living of the communities and the country at large.

Mode of Delivery of the Programme

The mode of study for the Bachelor in Travel and Tourism Management Programme is Full Time. The programme will also be available in Part-time and Distance Learning modes.

Admission Requirements for the Proposed Programme

a) The general University admission requirement for a Bachelor's degree shall apply.
b) In addition, admission will be extended to those who have a C (plain) at KCSE level but hold a Diploma in any of the following fields:-

Diploma in;
- ❖ Hospitality and Tourism Management
- ❖ Tourism Management
- ❖ Tour and Travel Operations
- ❖ Wildlife Conservation Management

Or

Any other relevant qualifications from a reputable institution accredited by the Commission for University Education or the Ministry of Education. They will join the programme in year two (2)

Course Requirements

A total of 156 credit hours are required for graduation with a Bachelor of Science in Travel and Tourism Management (BTTM) including the 12 credit hours for the Industrial Attachment.

Credit Transfers

Courses taken in another accredited university or college in the relevant field of study may be considered for credit transfer provided the candidate attained a credit grade of B or above in that course and it is acceptable by the department and the Faculty Board.

A student will not transfer more than half (50%) of the total credit hours required for graduation. Courses used to meet an ordinary certificate requirement are not transferable to satisfy degree credit requirement.

PROGRAMME DESIGN AND STRUCTURE

a) University Core Courses

Course Code	Course Title	Credit Hours
COMM 111	Communication Skills	3
MATH 130	Basic Statistics	3
COMP 100	Computer Applications	3
THEO 111	Christian Beliefs	3
BUSS 114	Entrepreneurship	3
SOST 202	Introduction to Research Methods	3
COUN 251	HIV and AIDS	3
Total Credits		**21**

b) Courses Shared with Hospitality Programme

Course Code	Course Title	Credit Hours
HTTM 100	Principles of Tourism and Hospitality	3
HTTM 101 Or HTTM 102	Language I (French) Language I (German)	3
HTTM 103	Principles and Practices of Management	3
HTTM 104 Or HTTM 105	Language II (French) Language II (German)	3
HTTM 106 Or HTTM 107	Language III (French) Language III (German)	3
HTTM 200	Hospitality and Tourism Economics	3
HTTM 201	Hospitality and Tourism Accounting	3
HTTM 203 Or HTTM 204	Language IV (French) Language IV (German)	3
HTTM 205	Marketing for Hospitality and Tourism	3
HTTM 206	Tourism,Hospitality and the Environment	3
HTTM 300	Organizational Behaviour in Hospitality & Tourism	3
HTTM 301	Human Resource Management for hospitality and Tourism	3
HTTM 302	Managerial Accounting	3
HTTM 303	Law for Hospitality and Tourism	3
HTTM 304	Services Marketing for Hospitality and Tourism	3
HTTM 305	Strategic Management For Hospitality and Tourism	3
HTTM 306	Hospitality / Tourism Senior Project	3
Total Credits		**51**

c) Travel Core Courses

Course Code	Course Title	Credit Hours
BTTM 100	Travel and Tourism Geography	3
BTTM 108	Airfare, Ticketing and Settlement	3
BTTM 203	Travel and Tour Information Systems	3
BTTM 101	Fundamentals of Travel and Tour Operations	3
BTTM 102	Tour Operations Techniques	3
BTTM 105	Tour Guiding and Bush Craft Techniques	3
BTTM 202	Travel Agency Operations	3
BTTM 207	Facilities Management in Hospitality and Tourism	3
BTTM 303	Hotel Operations Management	3
Total Credits		**27**

d) Tourism Core Courses

Course Code	Course Title	Credit Hours
BTTM 103	Sociology and Cross-Cultural Issues	3
BTTM 104	Cultural and Heritage Tourism	3
BTTM 204	Conventions and Events Management	3
BTTM 106	East African Fauna and Flora	3
BTTM 107	Health, Safety and Security	3
BTTM 201	Leisure and Recreation Management	3
BTTM 204	Conventions and Events Management	3
BTTM 205	Media and Customer relations for Tourism	3
BTTM 206	Sports and Adventure Tourism	3
BTTM 209	Wildlife Conservation and Tourism	3
BTTM 208	Ecotourism Management	3
BTTM 300	Tourism Destination Management	3
BTTM 301	Sustainable Tourism	3
BTTM 302	Tourism Product Development	3
BTTM 304	Seminar for Hospitality and Tourism	3
BTTM 305	Tourism Policy, Planning and Project Development	3
Total Credits		**48**

e) Industrial Attachment

Course Code	Course Title	Credit Hours
BTTM 210	Industrial Attachment I	6
BTTM 306	Industrial Attachment II	6
Total Credits		**12**