SCHOOL OF NUTRITION AND HOSPITALITY MANAGEMENT

Exit Competencies of the Ladderized Qualifications

Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI)

The Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI) offers a ladderized educational pathway that enables students to progressively develop competencies in tourism services, travel operations, events management, digital technologies, innovation, and global tourism leadership.

Each qualification provides industry-relevant competencies that prepare students for employment opportunities and further academic advancement in the tourism and travel industry.

The following proposed exit competencies are aligned with the courses and progression of qualifications in the BS-GTMTI Curriculum, effective School Year 2026–2027.

Certificate in Global Travel and Tourism Service Promotions

First-Year Exit Qualification

Qualification Description

The **Certificate in Global Travel and Tourism Service Promotions** prepares students for entry-level opportunities in tourism services, travel operations support, customer relations, destination promotions, and digital tourism assistance. Graduates develop foundational competencies in communication, service excellence, tourism awareness, technology applications, and responsible tourism practices, enabling them to contribute effectively to tourism and hospitality establishments.

Exit Competencies and Corresponding Job Opportunities

Upon successful completion of this qualification, students are expected to demonstrate the following competencies and may pursue corresponding entry-level employment opportunities in the tourism and hospitality industry.

Exit Competencies	Industry Sectors	Possible Job Opportunities
EC1. Demonstrate foundational knowledge of global tourism and hospitality operations, including tourism geography, industry trends, and service standards.	Tourism Information and Visitor Services	Tourism Information Assistant; Travel Agency Assistant; Tourism Operations Assistant; Visitor Information Assistant

EC2. Apply effective communication and customer service skills in assisting tourists, promoting destinations, and responding to customer inquiries.	Hospitality and Guest Services	Customer Service Representative; Guest Services Assistant; Travel Customer Support Assistant; Tourism Reception Assistant
EC3. Perform basic travel and tourism promotional activities using appropriate marketing approaches and digital communication platforms.	Tourism Promotions and Marketing	Tourism Promotions Assistant; Travel Marketing Assistant; Destination Promotions Assistant; Tourism Sales Support Assistant
EC4. Demonstrate awareness of sustainable and responsible tourism practices, including tourism safety, risk management, and service quality.	Sustainable Tourism and Visitor Services	Tourism Operations Support Staff; Visitor Services Assistant; Guest Relations Assistant; Sustainable Tourism Program Assistant
EC5. Apply basic digital literacy and innovative practices in supporting tourism promotions and customer engagement.	Digital Tourism and Online Travel Services	Digital Tourism Promotions Assistant; Travel Social Media Assistant; Online Travel Services Assistant; Digital Customer Support Assistant
EC6. Demonstrate professionalism, ethical conduct, cultural sensitivity, and teamwork in delivering tourism-related services.	Tourism and Hospitality Service Operations	Tourism Service Assistant; Hospitality Service Associate; Travel Agency Support Staff; Guest Experience Assistant

Graduates may explore entry-level positions in travel agencies, tour operators, hotels, resorts, tourism information centers, destination marketing organizations, and other tourism-related establishments. Employment opportunities may include tourism information assistance, travel services support, customer service, guest relations, tourism promotions, and digital marketing assistance.

Academic Progression

The Certificate in Global Travel and Tourism Service Promotions serves as the first qualification in the ladderized Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI) program. Students may continue their studies toward the **Diploma in Tourism Operations, Events, and Travel Technology**, further developing their technical, operational, and digital competencies for broader career opportunities in the global tourism and travel industry.

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Diploma in Tourism Operations, Events, and Travel Technology

Second-Year Exit Qualification

Qualification Description

The Diploma in Tourism Operations, Events, and Travel Technology prepares students for entry-level technical and operational positions in the tourism, travel, aviation, and events industries. This qualification develops practical competencies in tour and travel operations, customer service, event coordination, airline reservations, digital tourism marketing, and travel technology applications.

Graduates acquire industry-relevant skills in travel documentation, itinerary preparation, tour packaging, event management support, reservation systems, and technology-assisted service delivery. Through classroom instruction, practical training, and supervised industry exposure, students develop the professionalism, adaptability, and technical competencies necessary to support efficient and customer-oriented tourism operations.

Exit Competencies and Corresponding Job Opportunities

Upon successful completion of this qualification, students are expected to demonstrate the following competencies and may pursue corresponding employment opportunities in tourism and related industries.

Exit Competencies	Industry Sectors	Possible Job Opportunities
EC1. Perform essential tour and travel operations, including travel documentation, itinerary preparation, tour packaging, and customer service delivery.	Travel Agencies and Tour Operations	Travel Consultant Assistant; Travel Agency Operations Assistant; Tour Operations Assistant; Travel Documentation Assistant; Tour Reservations Assistant
EC2. Apply tour guiding and front-office service competencies in accordance with relevant industry standards and operational procedures.	Tourism Information, Tour Guiding, and Hospitality	Tour Guiding Assistant; Visitor Services Associate; Front Office Associate; Guest Services Representative; Tourism Information Officer Assistant
EC3. Assist in planning, coordinating, and implementing meetings, incentives, conferences, and exhibitions (MICE) and other tourism-related events.	Meetings, Incentives, Conferences, and Exhibitions (MICE)	Events Coordinator Assistant; MICE Operations Assistant; Conference Services Assistant; Events Registration Assistant; Exhibition Operations Assistant

EC4. Utilize Global Distribution Systems (GDS), airline reservation platforms, and digital tourism technologies in supporting travel bookings and operational transactions.	Airline and Travel Reservation Services	Airline Reservations Assistant; Travel Reservations Associate; Ticketing Assistant; GDS Operations Assistant; Online Travel Booking Assistant
EC5. Develop tourism marketing and promotional activities using digital platforms and customer-focused communication strategies.	Tourism Promotions and Digital Marketing	Tourism Marketing Assistant; Digital Travel Marketing Assistant; Tourism Promotions Associate; Travel Sales Support Associate; Social Media Marketing Assistant
EC6. Apply legal, ethical, safety, and quality assurance standards in tourism, hospitality, and travel service operations.	Tourism Operations and Hospitality Compliance	Tourism Operations Support Associate; Travel Compliance Assistant; Guest Services Associate; Tourism Quality Assurance Assistant; Visitor Services Assistant
EC7. Demonstrate workplace readiness and operational competence through supervised industry practicum, professional teamwork, and effective customer relations.	Travel, Tourism, and Events Operations	Travel Operations Associate; Tourism Services Associate; Guest Relations Associate; Events Operations Assistant; Customer Service Representative

Academic Progression

The Diploma in Tourism Operations, Events, and Travel Technology serves as the second qualification in the ladderized **Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI)** program.

Students who successfully complete this qualification may continue their studies toward the **Advanced Diploma in Global Tourism Management and Travel Innovation**, where they will further develop competencies in tourism business management, strategic planning, digital transformation, artificial intelligence, tourism analytics, sustainable destination management, and service innovation.

This progressive academic pathway prepares students for broader professional responsibilities and emerging career opportunities in the global tourism and travel industry.

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Advanced Diploma in Global Tourism Management and Travel Innovation

Third-Year Exit Qualification

Qualification Description

The **Advanced Diploma in Global Tourism Management and Travel Innovation** prepares students for supervisory, technical, and emerging management roles in the global tourism and travel industry. This qualification develops advanced competencies in tourism operations, business management, strategic planning, digital innovation, artificial intelligence, tourism analytics, sustainable destination management, and entrepreneurial development.

Graduates acquire the knowledge, practical skills, and professional competencies necessary to support tourism business operations, develop innovative tourism products and services, apply emerging technologies, and contribute to sustainable tourism development. The qualification emphasizes leadership, critical thinking, intercultural communication, and data-driven decision-making to prepare students for the evolving demands of the global tourism industry.

Exit Competencies and Corresponding Job Opportunities

Upon successful completion of this qualification, students are expected to demonstrate the following competencies and may pursue corresponding employment opportunities in tourism, travel, hospitality, and related industries.

Exit Competencies	Industry Sectors	Possible Job Opportunities
EC1. Analyze global tourism business environments and industry trends to support strategic and operational decision-making.	Tourism Business Development and Market Research	Tourism Business Development Assistant; Tourism Operations Supervisor Trainee; Travel Operations Analyst Assistant; Tourism Market Research Assistant; Destination Management Assistant
EC2. Apply business management and entrepreneurial principles in developing innovative and competitive tourism products and services.	Tourism Business Development and Entrepreneurship	Tourism Business Development Associate; Travel Agency Supervisor Trainee; Tourism Product Development Assistant; Tour Operations Coordinator; Tourism Entrepreneur
EC3. Utilize tourism data analytics, artificial intelligence, and digital technologies to enhance operational efficiency,	Digital Tourism, Travel Technology, and Analytics	Tourism Data Analyst Assistant; Digital Tourism Operations Associate; Travel Technology Support Specialist; Tourism Systems Support

customer experiences, and service innovation.		Associate; Digital Customer Experience Associate
EC4. Design innovative and culturally responsive tourism experiences that address changing traveler preferences and emerging market opportunities.	Experiential Tourism and Destination Development	Tourism Experience Development Associate; Destination Experience Coordinator; Tour Product Development Associate; Experiential Tourism Coordinator; Cultural Tourism Program Assistant
EC5. Evaluate sustainable tourism practices and destination management strategies in relation to environmental protection, cultural preservation, and community development.	Sustainable and Community-Based Tourism	Sustainable Tourism Project Assistant; Destination Management Associate; Community-Based Tourism Coordinator Assistant; Ecotourism Operations Associate; Tourism Sustainability Program Assistant
EC6. Apply tourism policy planning, risk management, and responsible governance principles in addressing contemporary challenges affecting global tourism.	Tourism Policy, Planning, and Compliance	Tourism Policy Research Assistant; Tourism Planning Assistant; Travel Risk Management Assistant; Tourism Compliance Associate; Destination Development Project Assistant
EC7. Demonstrate supervisory, leadership, intercultural communication, and problem-solving competencies in managing tourism-related activities and service operations.	Travel, Hospitality, and Events Operations	Tourism Operations Supervisor Trainee; Travel Services Team Leader Trainee; Tour Operations Coordinator; Guest Services Supervisor Trainee; Events Operations Supervisor Trainee
EC8. Conduct introductory tourism research and evidence-based analysis to identify operational challenges and recommend improvements in tourism services.	Tourism Research and Quality Improvement	Tourism Research Assistant; Tourism Market Research Associate; Tourism Planning and Development Assistant; Tourism Quality Improvement Assistant; Tourism Project Evaluation Assistant

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Academic Progression

The Advanced Diploma in Global Tourism Management and Travel Innovation serves as the third qualification in the ladderized **Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI)** program.

Students who successfully complete this qualification may continue their studies toward the **Bachelor of Science in Global Tourism Management and Travel Innovation**, where they will further develop advanced competencies in strategic tourism management, global business leadership, applied tourism research, entrepreneurship, sustainable tourism development, and technology-driven service innovation.

This progressive academic pathway prepares students for higher-level professional responsibilities, leadership opportunities, and career advancement in the global tourism and travel industry.

Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI)

Fourth-Year Exit Qualification – Bachelor's Degree

Qualification Description

The Bachelor of Science in Global Tourism Management and Travel Innovation (BS-GTMTI) prepares globally competitive, innovative, and socially responsible tourism professionals equipped with advanced competencies in tourism management, travel operations, aviation services, destination development, digital transformation, entrepreneurship, and sustainable tourism.

The program integrates strategic management, artificial intelligence, smart tourism technologies, data analytics, applied research, and industry-based learning to develop graduates capable of addressing the evolving demands of the global tourism and travel industry.

Graduates are prepared to pursue professional, supervisory, entrepreneurial, and management-track opportunities in travel and tour operations, airlines, airports, hospitality establishments, destination management organizations, tourism development agencies, events management companies, and technology-driven tourism enterprises.

Exit Competencies and Corresponding Job Opportunities

Upon successful completion of the degree, graduates are expected to demonstrate the following competencies and may pursue corresponding career opportunities in the tourism and travel industry.

Exit Competencies	Industry Sectors	Possible Job Opportunities
EC1. Demonstrate comprehensive knowledge and managerial competence	Travel, Tour, Airline, and Hospitality Operations	Travel and Tour Operations Manager Trainee; Tourism Operations Supervisor;

in global tourism, travel operations, aviation services, destination management, and hospitality-related industries.		Airline Ground Services Supervisor Trainee; Destination Operations Coordinator; Hospitality Operations Management Trainee
EC2. Formulate strategic and innovative solutions to complex tourism management challenges through critical thinking, data-driven decision-making, and business analysis.	Tourism Business Development and Strategic Planning	Tourism Business Development Officer; Tourism Management Analyst; Travel Operations Planning Officer; Tourism Strategy and Planning Associate; Tourism Project Coordinator
EC3. Integrate artificial intelligence, smart tourism systems, digital innovation, and emerging travel technologies to improve operational performance and enhance tourist experiences.	Digital Tourism, Artificial Intelligence, and Travel Technology	Digital Tourism Specialist; Travel Technology Solutions Associate; Smart Tourism Project Coordinator; Tourism Digital Transformation Associate; Travel Systems Analyst
EC4. Develop innovative, sustainable, and market-responsive tourism products, services, and business models that promote competitiveness and entrepreneurial opportunities.	Tourism Product Development and Entrepreneurship	Tourism Product Development Officer; Travel Business Development Associate; Tour Package Development Specialist; Tourism Entrepreneur; Experiential Tourism Development Coordinator
EC5. Evaluate global tourism trends, transportation developments, aviation systems, and policy frameworks to support strategic planning and organizational development.	Airline, Transportation, and Tourism Planning	Airline Operations Management Trainee; Aviation Services Coordinator; Tourism Planning and Development Officer; Transportation and Tourism Research Associate; Travel Industry Market Analyst
EC6. Lead and manage diverse tourism teams and operations by demonstrating ethical leadership, intercultural competence,	Travel, Tour, Hospitality, and Events Management	Travel Agency Supervisor; Tour Operations Supervisor; Guest Services Supervisor; Events Operations Supervisor; Tourism

professional accountability, and effective communication.		Customer Experience Team Leader
EC7. Conduct applied tourism research and develop evidence-based recommendations that contribute to tourism innovation, organizational improvement, and sustainable destination development.	Tourism Research, Policy, and Planning	Tourism Research Associate; Tourism Market Research Analyst; Destination Research Assistant; Tourism Project Development Officer; Tourism Quality Improvement Associate
EC8. Integrate sustainability, social responsibility, and the United Nations Sustainable Development Goals (SDGs) into tourism planning, management, and innovation initiatives.	Sustainable and Community-Based Tourism	Sustainable Tourism Development Officer; Ecotourism Project Coordinator; Community-Based Tourism Development Associate; Destination Sustainability Coordinator; Responsible Tourism Program Associate
EC9. Demonstrate advanced professional competencies through industry immersion and practicum, applying management principles, technological skills, and service excellence in real-world tourism environments.	Travel, Airline, MICE, and Hospitality Operations	Tourism Operations Management Trainee; Airline Ground Operations Associate; Travel and Tour Operations Coordinator; MICE Operations Coordinator; Guest Experience Supervisor Trainee
EC10. Exhibit lifelong learning, adaptability, and global professional readiness to respond effectively to emerging opportunities and challenges in the international tourism and travel industry.	Cruise and International Tourism Services	International Travel Services Associate; Global Tourism Operations Coordinator; Cruise Guest Services Associate; Airline Customer Experience Associate; Tourism Management Trainee

Professional and Career Development Opportunities

Graduates of the BS-GTMTI program are prepared to pursue diverse career pathways in the tourism and travel industry. The program's integration of global tourism management, emerging technologies, sustainable practices, and industry-based learning provides a foundation for professional growth and career advancement.

Graduates may pursue careers in the following areas:

1. **Tourism and Travel Management** – Coordinating and supervising travel agencies, tour operations, destination services, and tourism enterprises.
2. **Airline and Airport Services** – Supporting airline operations, airport passenger services, reservations, and aviation-related customer experience management.
3. **Digital Tourism and Travel Innovation** – Applying artificial intelligence, smart tourism technologies, digital platforms, and data analytics to improve tourism services.
4. **Tourism Entrepreneurship and Business Development** – Establishing tourism-related enterprises and developing innovative travel products, services, and experiences.
5. **Events and MICE Management** – Planning, coordinating, and managing conferences, exhibitions, corporate events, and tourism-related activities.
6. **Sustainable Tourism and Destination Development** – Supporting responsible tourism initiatives, community-based tourism programs, and sustainable destination management.
7. **Tourism Research and Strategic Planning** – Conducting tourism research, evaluating industry trends, and supporting evidence-based tourism development initiatives.
8. **International Tourism and Hospitality Services** – Pursuing professional opportunities in global travel companies, international hospitality organizations, cruise operations, and tourism service enterprises.