

University of Belize

*In Partnership with San Pedro Junior
College presents*

The Bachelor Degree in
Tourism Management



The University of Belize

- ▶ *August 2000 (Merger) University of Belize Act, 2000 (www.belize-law.org)*
- ▶ *The essence of the mission is that UB is a national university that seeks to provide excellence in teaching, service and research*
- ▶ *Four Faculties exist, three campuses*
- ▶ *Boasts some 3500 students, most in Belmopan*



More facts about the UB

- ▶ *160 teachers*
- ▶ *69% of student population are females and 31% males*
- ▶ *59% of student population are part time and 41% are full time*
- ▶ *19 Bachelor degrees, 22 Associates, and 2 Master Degrees, 1 PhD degree*



Six Faculties up July 2003

- ▶ *Faculty of Business*
- ▶ *Faculty of Education*
- ▶ *Faculty of Arts and Sciences*
- ▶ *Faculty of Engineering and Information Technology*
- ▶ *Faculty of Nursing, Health Sciences, &SW*
- ▶ *Faculty of Agriculture and Natural Resources*



Faculties as of August 2003

- ▶ *Faculty of Management and Social Sciences*
- ▶ *Faculty of Education and Art*
- ▶ *Faculty of Science and Technology*
- ▶ *Faculty of Nursing and Allied Health*



Faculty of Management and Social Sciences

- ▶ *Tourism Programme falls under this faculty*
- ▶ *Baccalaureate Degree in Tourism Management*
- ▶ *Associate Degree in Tourism Studies in collaboration with CTO*



Academic Relations

- ▶ *Association of Tertiary Level Institutions in Belize (ATLIB): Belize*
- ▶ *Consortium for Belize Educational Cooperation (COBEC): US*
- ▶ *Association of Caribbean Tertiary Institutions (ACTI): Caribbean*
- ▶ *Consejo Superior Universitario Centroamericano (CSUCA): Central America*



Other Professional Association

- ▶ *The Caribbean Tourism Education Alliance, www.ctea.org.bz*
- ▶ *The International Ecotourism Society, www.ecotourism.org*
- ▶ *Belize Hotel Association, www.belizehotels.org*
- ▶ *Belize Tourism Board, www.belize tourism.org*



B.Sc. In Tourism Management

- ▶ *August 2000*
- ▶ *It is a management degree*
- ▶ *It has an environmental focus by utilizing courses from our Natural Management Resources Programme*
- ▶ *It has 60 students, 82% females*
- ▶ *It has graduated some 80 students*



Programme Objectives

- *Develop and examine their competencies through general requirement courses.*
- *Attain a thorough understanding of local, regional, and international tourism business.*
- *Gain an insight into how the tourism market becomes competitive and develop strategies to combat competition thereby making the tourism business profitable for the people of Belize.*
- *Engage in individual and group research activities to explore tourism issues and enhance verbal and written communications.*
- *Understand the importance of sustainable tourism to the long-term benefits of future generations.*
- *Understand the vital role of tourism the development of Belize.*



Programme Structure

- ▶ *Business Administration and Social Sciences professional core requirements*
- ▶ *Tourism Management core requirements*
- ▶ *General Education core requirements*



Programme Delivery

- ▶ *7 semesters including summers*
- ▶ *Fridays 1 to 4pm and Saturdays 9 to 12 noon, 1 to 4pm for 5 weeks*
- ▶ *4 courses per semesters (3 face to face and 1 online)*
- ▶ *In summers, 2 courses face to face*



Course Sequence

▲ *Semester 1: Jan to May 2011*

- *Recreational Planning*
- *Organizational Behaviour (online)*
- *Communication Skills*
- *Hospitality Law*

▲ *Semester 2: Summer 2011*

- *Hospitality Managerial Accounting*
- *Technical Writing*



Course Sequence cont.

▲ *Semester 3: Aug – Dec 2011*

- *Hotel and Res. Mgmt*
- *Food and Bev. Mgmt*
- *Tourism Economics*
- *Purchasing for Hospitality Operations (online)*

▲ *Semester 4: Jan-May 2012*

- *Small Business Mgmt (online)*
- *Advance Tourism Marketing*
- *Management of Front Office Operations*
- *Production & Operations Mgmt*



Course Sequence

▲ *Semester 5: Summer 2012*

- *Research Methods for the Social Sciences*
- *Conventions and Events Management*

▲ *Semester 6: Aug-Dec 2012*

- *Human Resources Mgmt*
- *Management Information Systems (online)*
- *Protected Areas Mgmt*
- *Foreign Language*



Course Sequence

★ *Semester 7 Jan-May 2013*

- *Business Strategy and Policy (online)*
- *Seminar Paper or Internship*



Our Exciting Internship Programmes

- ▶ *Domestic: major local tourism organizations*
- ▶ *International: Republica Dominicana, Jamaica, Barbados, Walt Disney World, Other US internships*



Walt Disney World Resort

- ▶ *Magic Kingdom*
- ▶ *Animal Kingdom*
- ▶ *Epcot*
- ▶ *Hollywood Studios*
- ▶ *Typhoon Lagoon*
- ▶ *Blizzard Beach*
- ▶ *Downtown Disney*
- ▶ *25 Resort Hotels*



Entry Requirements

- ▶ *A recognized Associates Degree in Business or Tourism or related field with cumulative GPA of 2.0*
- ▶ *Cumulative GPA in English and Math of 2.0*



Programme Costs

- ▶ *Tuition: \$6480*
- ▶ *Books: \$80/21 courses: \$1680*
- ▶ *Fees: \$1253\$182 per semester*
- ▶ *Total semester costs: \$1582*
- ▶ *Total programme costs: \$9662*



Important Dates

- ★ *Application Deadline: December 15, 2010*
- ★ *Orientation & Registration: Jan. 14, 2011*
- ★ *First Day of Classes: Jan. 21, 2011*



Contacts

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Muchísimas gracias mis amigos y amigas de la isla muy hermosa in el mundo...San Pedro

