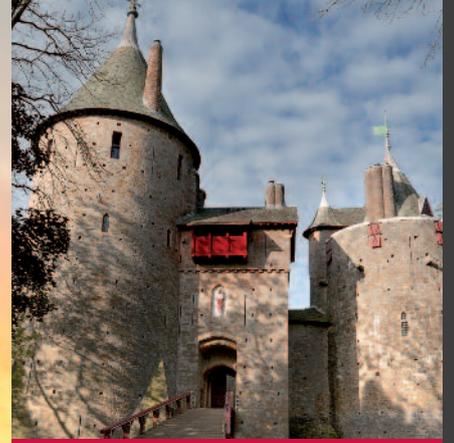


Tourism Management Course

1-3 September 2014



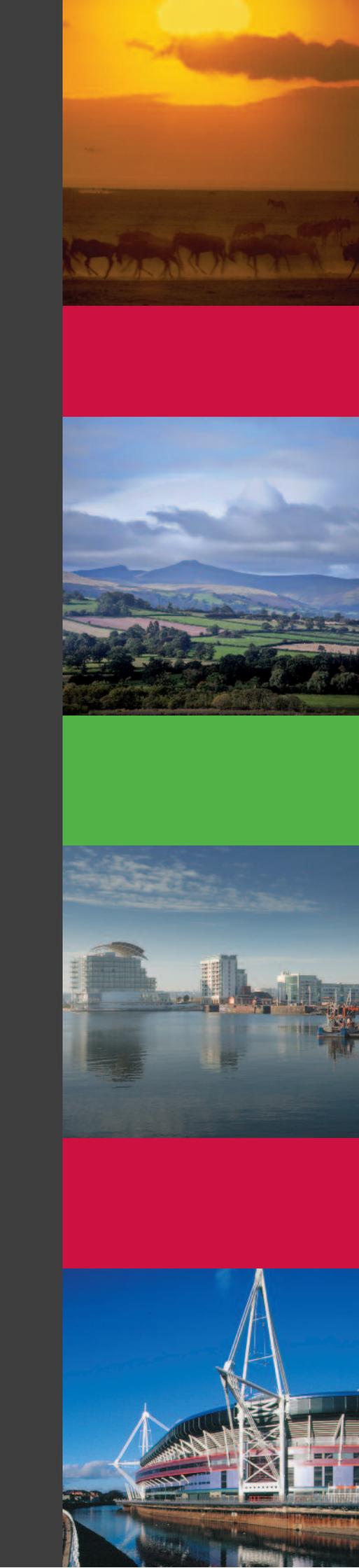
This exciting study programme is established by the **University of South Wales** in collaboration with **Tanz PR International Limited**, who bridge businesses between Tanzania and the United Kingdom (UK). The aim of this 2 week programme is to increase management knowledge amongst companies within the tourism industry in Tanzania.

Cost: TZS 7m (see overleaf)

University
of South
Wales



Tanz PR International Limited



Who should attend

The 2 week training programme is ideal for:

- Senior management staff in hotel industry
- Travel agents and tour operators
- Recreation centres, tour guides and other service providers in the tourism sector
- Graduates who have not had tourism training to date
- Secondary school leavers (with three years experience in management)

The course is suitable as a refresher for all levels of personnel operating in tourism industry as many things keep on changing, in most cases influenced by cultures, economies and politics from around the world.

About the University of South Wales

The University of South Wales offers a friendly and academically challenging environment with an excellent reputation for its teaching quality, state of the art study facilities and supportive staff. It is situated in South Wales, between the beautiful Brecon Beacons National Park and Cardiff, one of Europe's most exciting and evolving capital cities. The University of South Wales has consistently been awarded accolades for the quality of courses, this includes first prize on three occasions in the National Partnership Awards for excellence in course design and teaching ability. Subjects and schools across a range of disciplines have attracted industrial accolades, and the university boasts two of Wales' renowned Centres of Excellence.

Tourism Management course aims

The University of South Wales Business School has a long tradition of delivering high quality undergraduate tourism degree courses based upon contemporary research, company partnerships and experienced staff contributors. The Faculty has recently launched its exciting short Tourism Management programme, designed specifically for both national and international tourism professionals, aimed at providing a base line overview of tourism business that will;

- Provide participants with an understanding of current theoretical approaches in tourism management through a programme of lectures, workshops, competitions and critical feedback.
- Enable participants to engage in a variety of field and company visits to experience the nature and structure of the tourism industry in a Welsh context.
- Encourage cultural exchange and transfer of knowledge between participants and staff.

Costs

Cost of the programme is **TZS 7m** per delegate, which includes:

- Return transfers from Heathrow Airport (or equivalent arrival/departure airport)
- Accommodation at the Treforest Campus, University of South Wales for 14 nights on a self-catering basis (additional living expenses, estimated at £400 per two weeks are not included in the cost of the programme)
- Intensive Classroom tuition and comprehensive tuition notes
- Company/Field Visits
- Cultural Visits to Caerphilly Castle, Rhondda Heritage Park, Millennium Stadium and Cardiff Bay and to the Museum of Welsh Life
- Attendance Certificates

Bookings: To guarantee your place on this exciting course, contact **James Msalilwa, Tanz PR International Limited** on **info@tanzpr.com** or by calling **+255 (0) 753 43 44 77**