

Tourism Institute of East Africa (TIEA) offers the following courses:

1. DIPLOMA IN TRAVEL, TOURISM & HOSPITALITY MANAGEMENT (DTTHM)

This course is intended for those individuals who are interested in obtaining extensive knowledge and practical skills related to the world of travel and tourism and obtaining a qualification to become a Tour Operator and Tourist Guide. This program of study will primarily focus on the skills and competencies required by travel agencies and tour operators and will also acquire an integrated knowledge of the best industry practices and the operations of the Travel, Tourism and Hospitality industries. The program includes field trips and hands-on practicum.

Graduates are prepared for Job opportunities in industry sectors such as: Working for Travel Agencies, Hotels, Resorts, Wildlife Organizations, Ministry of Tourism, Conventions, Events & Conference Management Companies, Marketing, Tour Companies, Cruise Liners, Airports, Tourism related establishments and students are equipped with Entrepreneurship skills to help them set up their own company/businesses in Travel, Tourism and Hospitality Industry.

2. DIPLOMA IN TOURIST GUIDING & HOSPITALITY MANAGEMENT (DTGHM)

This course is intended for those individuals who are already in the Tourism field and desire to acquire professional and practical skills in interpretation and guiding tourists. This program of study allows students to specialize in the different fields of guiding e.g. Mammals, Birds, Trees & Shrubs, Cultural Heritage Sites and Monuments, Faith-based sites, etc. The program includes field trips and hands-on practicum.

Graduates are prepared for Job opportunities in industry sectors such as: Birding Companies, Botanical Gardens, Museums, Travel Agencies, Hotels, Resorts, Wildlife Organizations, Ministry of Tourism, Places of Worship e.g. Cathedrals, Mosques etc. Conventions, Events & Conference Management Companies, Marketing, Tour Companies, Cruise Liners, Airports, and Tourism related establishments and students are equipped with Entrepreneurship skills to help them set up their own company/businesses in Travel, Tourism and Hospitality Industry.

3. DIPLOMA IN CABIN CREW SERVICES & HOSPITALITY MANAGEMENT (DCCSHM)

This course is meant for people who like to become Air Hostess/Flight Attendants. Many young people opt for Cabin Crew as a full-fledged career prospect because of the high salaries, exciting experience of lying and interacting with different kinds of people on board and visiting several countries. This profession requires a lot of hard work, commitment, smartness and total dedication. Uganda and the East African region have jobs for those who graduate. Majority of the airlines operation in the region hire cabin crew staff from other countries.

Job opportunities include but not limited to: Working in Commercial Airlines, Private Jets, Airline Ground Staff, Airport, Immigration Department, Cruise ship, Hotels, Resorts, Travel Agencies, and Tourism related establishments and students are equipped with Entrepreneurship skills to help them set up their own company/business in Tourism, Travel and Hospitality Industry.

4. DIPLOMA IN CRUISE SHIP SERVICES & HOSPITALITY MANAGEMENT (DCSSHM)

This program is designed to equip students with the knowledge and skills needed for a successful career in the hospitality operations part of a cruise, as well as providing an essential understanding of elements relating to life and work on a cruise ship. In addition to being introduced to the wider world of the cruise industry, its history its players, customers, regulations and concerns such as safety, security, professionalism etc. students will be studying specialist operational elements such as front office,

customer service, effective communication, IT, Marketing, Restaurant Management, Hospitality Management, Housekeeping skills etc.

Students will enhance their knowledge about the business and management of ocean cruises but also approach managerial issues such as personnel management, organizational behavior. The course includes guest lecturers by cruise industry professionals. *Job opportunities include but not limited to: Working in*

Commercial and Private Cruise liners, Ports, Immigration Department, Hotels, Resorts, Travel Agencies, Tour Companies

5. DIPLOMA IN HOTEL OPERATIONS & MANAGEMENT (DHOM)

Hotel owners are frustrated with educated but un-professional staff. TIEA takes students through professional training with international exposure. We give hands-on training to our students and expose them to hotels both within and outside of the country to have firsthand experience to deal with both domestic and international travelers and get an understanding of International standards in the hotel business.

Job Opportunities include but not limited to: Hotels, Resorts, Lodges, Restaurants, Travel Agency, Tour Company, Events & Conference Management establishments etc.

6. DIPLOMA IN TRAVEL & TOURISM JOURNALISM (DTTJ)

Tourism & Travel journalism has the potential to generate pictures in people's minds about distant places and foreign cultures. It also contributes to tourist decision-making and the image they have of a destination. For tourist bodies, it plays an important role in marketing a destination. Yet there is almost no effort put on training professionals in the industry. There is even no effort put in the form of scientific research into this growing sub-field of journalism.

Diploma in Travel & Tourism Journalism the first one of its kind equips students with professional skills in writing, photography, doing a documentary, multimedia etc.

Job opportunities include but not limited to: Working for Media houses, Tour & Travel Companies, Hotels, Wildlife organizations, Resorts, Airlines, Tourism, Cruise liners, Travel, and Leisure related establishments.

7. DIPLOMA IN TOURIST GUIDING & HOSPITALITY MANAGEMENT (DTGHM)

The Diploma in Tourist Guiding & Hospitality Management equips students with in-depth knowledge of Tourism, Wildlife, Hospitality, Flora and Fauna of Uganda and East Africa.

Career opportunities exist for graduates of this course in tourism and Travel Companies, cultural centers and museums where they may be employed as Tour Officers, Tour Guides, Naturalists, Airports, Hotels, Tour Leaders, On site Guides and eventually as Tour Managers.

8. DIPLOMA IN PUBLIC RELATIONS MANAGEMENT & CUSTOMER CARE SERVICES (DPRMCCS)

The Diploma in Public Relations & Customer Care Services Management equips students with skills in management of an organizations communication regarding a product or service, to its external public through various traditional and modern platforms including, print, radio, digital, video, TV, and social media. The course also trains students in client care services and management. Over the entire course exposes students to the field of public relations and customer care services in Travel, Tourism & Hospitality industry, giving them both a broader picture of but also focusing them to the tourism & hospitality sector.

Career opportunities exist for graduates of this course in tourism and Travel Companies, cultural centers and museums, Airports, Ministry of Tourism, Hotels, and Airlines etc.

9. DIPLOMA IN TOURISM MARKETING & PRODUCT DEVELOPMENT (DTMPD)

The Diploma in Tourism Marketing & Product Development is a unique program that equips students with relevant training in promoting & marketing Travel, Tourism & Hospitality industry and helps them come up with creative ideas to Develop new Products in the industry. Lecturers are tourism practitioners equipped with skills and rich experience in the industry of Marketing in Tourism & Hospitality which they pass on to students. With ever growing numbers of Hotels, Travel Agencies, Tour Companies and the Airline Industry in Africa, there is high demand for professionals in Tourism Marketing & Product Development.

10. CERTIFICATE IN TRAVEL, TOURISM & HOSPITALITY ADMINISTRATION (CTTHA)

This certificate in Travel Tourism and Hospitality is designed to develop students to effectively manage the tourism resources to ensure sustained growth of the industry. The course prepares students for a role that will ensure adequate human resource to manage the growing tourism industry. The course equips student with the necessary skills to work or operate in a very demanding environment. It also enables graduates to advance to the Diploma level in Travel, Tourism & Hospitality Management or gain meaningful employment, start an own operation or act as a tourism consultant.

11. CERTIFICATE IN TOURIST GUIDING & ADMINISTRATION (CTGA)

This course focuses on students who have a passion to learn extensive skills in Guiding Tourists to different Tourist Attractions in the Region. Among other things, they learn interpretation, mapping, geography, history and they have a number of options to specialize in, e.g. Trees, Birds, Animals, and Reptiles. Tourist Guides play a critical role in ensuring that Tourists/Travelers get value for their money. This course also prepares students who may want to upgrade to a Diploma and Bachelors program.

12. CERTIFICATE IN FOOD & BEVERAGE (CFB)

This program of studies provides the necessary training to achieve knowledge and competencies at junior management and a food and beverage or a rooms' division department within a hotel organization. Opportunities are so many to grow through the ladders to become a Foods & Beverages Manager.

13. CERTIFICATE IN HOUSEKEEPING & LAUNDRY OPERATIONS

This course provides students with professional skills to operate in the housekeeping and laundry of hospitality operations. It entails both theoretical and practical training that equip students with thorough technical, interpersonal and operational skills that will allow them to hold positions as room attendants, public areas attendants, linen room attendants or laundry attendants.

14. CERTIFICATE IN FRONT OFFICE OPERATION

The Front Office Staff is the face of any company; he/she makes or breaks the company. This Course, equips students with skills ranging from Customer Care to Financial Management. After they qualify, students have many opportunities to work in different companies ranging from Banks, Hotels, Airport, Government departments, Immigration, Airlines, and Travel Agencies etc.

ADMISSION REQUIREMENTS

- a. **Diploma Programs:** For Direct entry scheme, candidates should possess: 1. Uganda Certificate of Education (UCE) or its equivalent. 2. At least one principal pass of Uganda Advanced Certificate of Education (UACE) or its equivalent.

- b. **Certificate Programs:** Uganda Certificate of Education (UCE) with least 2 passes at Ordinary Level or its equivalent