

AIM UNIVERSITY GROUP



OTHM Globally Recognised Aviation And Tourism Programs

SUMMER 2025 SEMESTER COURSES AND TIMETABLE

Launch Your Tour Company. Explore the World. Sell Experiences. Make Money.

👉 *Enroll today in the Summer Semester. Spaces are limited.*

Program: Travel, Tourism and Hospitality Management

🌐 **CLASS MEETINGS | Tuesdays, Thursdays and Fridays 6–7:30 PM**

Courses:

- **Travel and Tour Operations Management (20 Credits)** – Plan, cost, and manage full tours
- **Business Research and Data Analytics (20 credits)** – Know your customer and make smart, profitable decisions
- **Tourism and Hospitality Law (20 credits)** – Ensure your business is legally ready and risk-proof

Semester Focus:

Entrepreneurship, Research, and Compliance in Managing, Designing and Launching Successful Travel And Tour Operations

SEMESTER IMMERSIVE COURSE DESCRIPTION

Be Part Of Venture Beyond Borders – The Rise of IslandX Tours”

Welcome to your Summer Semester.

This semester centers on preparing you to become entrepreneurial leaders in the travel and tourism sector. Through a simulated business venture—IslandX Tours—you will explore the full journey of creating a successful tour company, from concept development to launch, with a strong foundation in operations management, legal compliance, and data-informed decision-making.

Imagine you are part of a dynamic startup, IslandX Tours, founded by a group of passionate tourism entrepreneurs aiming to redefine eco-cultural tourism in the Caribbean. The company is about to launch its first line of immersive heritage, adventure, and eco-tourism packages aimed at sustainable travelers from Europe and North America. You are part of the core team responsible for planning, launching, and legally securing the tour operations while providing strategic insights based on data-driven business decisions. Over the next 12 weeks, you will operate in three interlinked domains—Operations, Legal Compliance, and Business Intelligence—to build and assess IslandX Tours' entry into the competitive market.

What Makes This Semester Different?

- **IslandX Tours Case Study:** You're not just studying—you're running a business. Your destination is real, your research is real, and your tour must sell!
- **Exciting destinations:** Plan trips to places like Ocho Rios, Montego Bay, or Treasure Beach—adventure trails, healing spas, farm-to-table dining, and cultural experiences.
- **You're the boss:** From designing the tour to setting the price and marketing it to travelers.
- **Earn from what you create:** Learn how to price your tours for profit and pitch them to real or mock investors.

At the End of the Semester, You'll Have:

- A fully developed **tour package and itinerary**
- A polished **business plan and legal compliance checklist**
- A **market research report** that targets real travelers
- A final **pitch presentation** that brings it all together

Perfect For You If You Want To:

- Start your own travel or tour company
- Work in tour operations, event planning, or travel entrepreneurship
- Combine your love of travel with business skills
- Learn how to turn passion into profit