



## Module Structure

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**Module Title :** Travel and Tourism Management

**Module Code:** HTPM331

**Programme of Study/Year of Study :** Hospitality and Tourism Management/Year 3

**Group :** HTMIIT T&T **Semester :** Fall

**Number of Hours Taught :** 3 per week **ECTS :** 5

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**Instructor:** Susan Elfving

**Office Hours:** Friday 10:00 – 11:00, 12:30 – 13:30

**Office Number:** **Tel:**

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**Pre-requisite(s) :**

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### Module Rationale

This module is designed to prepare students for supervisory and management positions in travel and tourism.

### Aims

The module aims to expose students to travel and tourism managers' functions and responsibilities. It explores contemporary challenges of the travel and tourism industry and their implications on the role of the travel and tourism manager in various contexts. The module applies the concepts of strategic planning and management, human resource management, information technology, quality service and crisis management, tourism marketing, etc. to the management of various travel and tourism operations.

### Intended Learning Outcomes

- Learn the key principles of management in travel and tourism
- Apply operational issues in tourism businesses
- Illustrate the challenge in quality service provision in tourism
- Identify new business and market trends in the industry

### Delivery Methods:

Lectures, videos, case studies

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**Assessment:**

Test	20%
Case studies	10%
Project	30%
Final exam	40%

**Module Requirements**

Refer to the students manual for the module requirements

**Module Plan and Content**

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-05/10	Strategic management for Travel and Tourism	Chapter 1
2.	08/10-12/10	Service characteristics, competitive advantage, core competencies	Chapter 2
3.	15/10-19/10	Human resources in the T & T industry	Chapter 3
4.	22/10-26/10	Case study analysis	
5.	29/10-02/11	The t & t organisation: products and markets	Chapter 6
6.	05/11-09/11	Marketing concepts: market segmentation , positioning	Chapter 6
7.	12/11-16/11	<b>TEST</b>	
8.	19/11-23/11	SWOT analysis	Chapter 9
9.	26/11-30/12	Competitive strategy, strategic directions	Chapter 10
10.	03/12-07/12	Case study analysis	
11.	10/12-14/12	Technology and Tourism	
12.	17/12-21/12	Strategic implementation for travel and tourism organisations	Chapter 13
13.	07/01-11/01	Strategic management: present and future trends <b>Revision</b>	Chapter 15

**Essential Reading**

Evans N., Campbell D., Stonehouse G., (2003). Strategic Management for Travel and Tourism. Butterworth-Heinmann

**Additional Reading**

Weaver D., (2010). Tourism Management, 4<sup>th</sup> ed., Wiley: Australia

