Course title: : Tourism Management

Code: 2-229761-0

Instructor: DR. Dalia Zelikovich

**Credit hours:** 2

**Year:** 1, **Semester:** A

**Academic year**: 2021-22

**Course objectives:**

To provides students with an opportunity to learn about the various aspects of travel and tourism management, including the scale, scope and organization of the industry, emphasis on the impacts of tourism from a societal perspective (economic, environmental, socio-cultural). As an introductory class, the material covered is diverse, supporting topics to be discussed in greater depth in future coursework. In addition, to understand the connection between management aspects and applications of management perspectives, and the characteristics of tourism management, recreation, and leisure

**Intended learning outcomes:**

By the end of the course students will have the following abilities:

• Historical development of the management, identifying key factors that influence its continued development today and into the future;

• Understand the difficulties associated with identifying a single definition of ‘tourism,’ including related issues associated with the measurement of travel and tourism activity;

• Apply basic theories of travel motivation to understand major tourist market trends and segmentation criteria, and Identify and critically evaluate the positive and negative impacts of tourism on host communities from an economic, environmental, and socio-cultural perspective

• Understand the varying types and functions of tourism organizations at an international, national, regional, and local level, customer experience, and digital transformation implementation in tourism.

**Schedule of lessons:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Relevant reading assignments** |
| **1-2** | **The tourism industry** | The tourism industry and its uniqueness in management.  Introduction to basic management theories and models. | 1 |
| **3-4** | **Internal & External Factors** | Internal & External Factors that affect an organization in a tourism environment – strategic evaluation and models: PESTEL, SWOT/TOWS, 5 forces (Porter)**.** | 2,3 |
| **5-6** | **Organizational changes** | Crisis management and change management strategy | 5 |
| **7-8** | **Consumer Behavior** | Tourism consumer behavior.  Tourist area life cycle (TALC). Talking with-the-next-generation**.** | 4, 11 |
| **9** | **Customer Experience** | The development of an integrative view of customer experience | 6 |
| **10** | **Tourism Entrepreneurship** | Development of tourism activities using digital transformation strategy. Blue ocean in tourism | 7 |
| **11-12** | **Digital Management Tools** | Virtual reality (VR), augmented reality (AR)and its implementation in tourism. Digital transformation implementation tools. | 10 |
| **12-13** | **Management and Operations Policy** | Operational costs aspects – workload and “break-even point” management | 9 |

**Grading scale:**

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Final assignment | 80% |
| Active participation | 20% |
| **Total** | **100%** |

**Bibliography:**

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2. Evans, N., Stonehouse, G., & Campbell, D. (2012). Strategic management for travel and tourism. Taylor & Francis.
3. Moutinho, L. (Ed.). (2011). Strategic management in tourism. Cabi Publishing.
4. Butler R (2008), The Tourism Area Life Cycle-Conceptual Theoretical Issues, Channel View Publication
5. Enstein, B., Smith, W. AND Sologar, (2015), A.Changing change management, - McKinsey & Company
6. Bolton, R. N., McColl-Kennedy, J. R., Cheung, L., Gallan, A., Orsingher, C., Witell, L., & Zaki, M. (2018). Customer experience challenges: bringing together digital, physical and social realms. Journal of Service Management, 29(5), 776–808.
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8. MASCARENHAS, O. A., KESAVAN, R. AND BERNACCHI, M., (2006), Lasting customer loyalty: a total customer experience approach, Journal of Consumer Marketing
9. SLACK, N., BRANDON-JONES, A. AND JOHNSTON, R., (2017), Operations management, Pearson - Cape Town
10. Mark H. Trahan, Kenneth Scott Smith & Thomas B. Talbot (2019) Past, Present, and Future: Editorial on Virtual Reality Applications to Human Services, Journal of Technology in Human Services, 37:1, 1-12, DOI: 10.1080/15228835.2019.1587334
11. Hemsley, S., 2016. *How to talk to Generation Z*. [online] Marketing Week. Available at: <http://www.marketingweek.com/2016/02/01/why-brands-have-to-work-harder-to-connect-with-the-next-generation