

**Travel and Tourism
Management Workshop**

About the course

This course is designed to provide you with an introduction to tourism and intends to help you get a career in the industry. We will investigate the influential issues in different areas of the industry including tour operators, travel agencies, online retailers, accommodation providers, visitor attractions, and tourist boards.

You will have the opportunity to grasp an understanding of the basics of a prosperous business within the framework of tourism. Besides, you may enhance your skills in this regard through investigation, actual experience, and shared academic and industry knowledge. The course will begin with analyzing business-related skills, and then continues to apply them to different sectors of travel and tourism industry.

Entry requirements

This program requires students to demonstrate a good command of English.

Learners need to have related experience in the field.



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CONTENTS

Semester 1	1
Fundamentals of Tourism	2
Business Skills	2
Economics and Marketing	2
Commercial Management	2
Transport: Challenges and Issues	2
Sports Leisure and Recreation Management	3
Introduction to Air Transport	3
Organizations and People	3
Semester 2	
The Travel and Tourism Industry	5
Special Interest Tourism	5
Management Theory and Practice for Hospitality, Travel and Tourism Industries	5
Human Resource Management and the Workplace	5
Consumer Behavior and Experiential Marketing	5
Passenger Transport Management	6
Airline and Airports Operations and Planning	6

Semester 3

Sustainable Tourism	8
Destination Marketing and Management	8
Strategic Management for the Hospitality, Travel and Tourism Industries	8
Transport Economics and Policy	8
Environmental Management	8
Airline and Airports Economics and Marketing	8
Sources	10



Semester 1

- Fundamentals of Tourism
- Business Skills
- Economics and Marketing
- Commercial Management
- Transport: Challenges and Issues
- Sports Leisure and Recreation Management
- Introduction to Air Transport
- Organizations and People

Duration: 16 Sessions



Fundamentals of Tourism

This module will introduce you to the main principles and issues relating to the study of tourism industry. The nature of tourism will be clarified through the analysis of definitions, trends, market characteristics, determinants and motivations, product development, and an outline of the main industry sectors. The development of tourism will be analyzed in the context of its history, macro-environment, and the economic, social, cultural, and environmental impacts it imparts. Moreover, the principles of sustainable tourism development will be introduced.

Business Skills

This module will help you develop your professional and personal skills with an emphasis on employability and enterprise. Lectures, workshops, and tutorials will also facilitate development of your reading, writing, presentation, teamwork, and research skills. ICT skills will be enhanced through workshops and competence testing. Data analysis and statistical techniques will be used to show how these tools are vital in performing the tasks required within the industry. You'll have the opportunity to develop the ability to choose, use, and manage appropriate mathematical, statistical and ICT systems and techniques to produce and disseminate meaningful management information. The module incorporates elements of PDP and self-evaluation. A weekend residential field trip in the first term will focus on team-building skills.

Economics and Marketing

One half of the module provides an introduction to the principles of micro-economics. You will particularly concentrate on the application of these principles in logistics, supply chain management, air transport and transport. The other half of the module introduces key principles of strategic and operational marketing. You will be provided with an opportunity to gain a thorough understanding of the underlying concepts and theories fundamental to marketing practice and its application in the sectors mentioned above.

Commercial Management

This module is designed to introduce you to financial and commercial management, and aims at building your understanding of business management and supporting you in your future career. You will have the opportunity to be better familiarized with financial statements and how these are applied to appraise the performance of a business. Additionally, you will investigate how to use information for business control and making managerial decisions.

Transport: Challenges and Issues

This introductory module explains a wide range of policy-related topics focusing on transportation of people (primarily) and goods (secondarily). It provides a foundation for more in-depth study at later stages.

Sports Leisure and Recreation Management

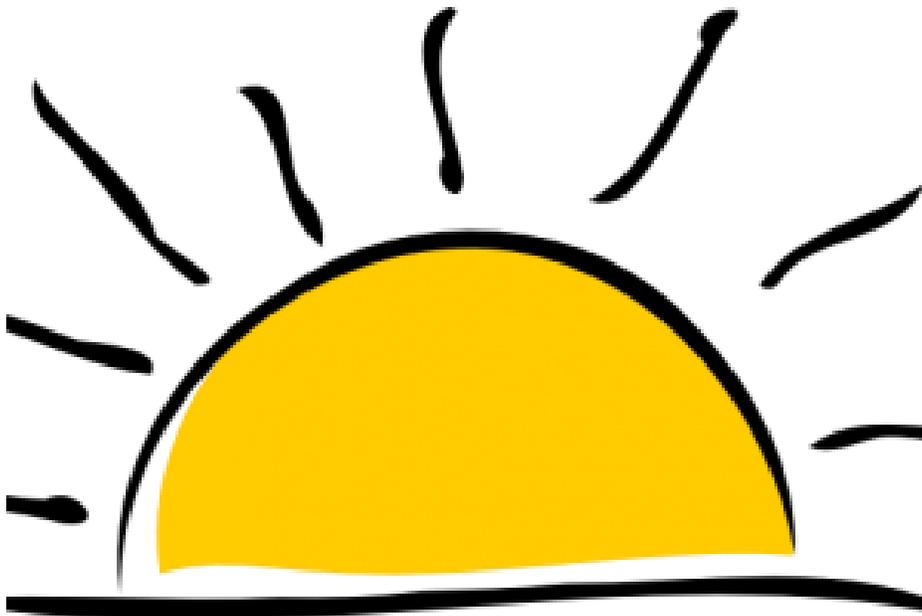
You will be required to be well-informed of current affairs affecting the Sports, Leisure, and Recreation Industry and related sectors. This module will provide you with the fundamental issues of the historical development and the growing interrelationships between the sport, leisure and recreation sectors. You will also have the opportunity to develop an appreciation of the economic, environmental, and socio-cultural impacts of the sectors and the demand generating sources attached to their development. Current and future trends in participation rates within these areas will also be included to help you identify future potential opportunities for the industry.

Introduction to Air Transport

This module gives an overview of different players in air transport (e.g. airlines, airports, air traffic control, airline catering). Furthermore, it equips you with the fundamental concepts of air law, policy of government, and environmental aspects of air transport. You will have the opportunity to do research in groups on different airlines and to present them to your peers.

Organizations and People

The module seeks to present the characteristics of organizations and will explore how they operate and what influences them. During this course the structures, operations, and management aspects of organizations will be analyzed. The people's behavior at work will also be examined in order to understand their motivations. Whilst some theories of management styles are to be discussed, emphasis will be placed on developing your personal skills with regard to key business activities.



Semester 2

- The Travel and Tourism Industry
- Special Interest Tourism
- Management Theory and Practice for Hospitality, Travel, and Tourism Industries
- Human Resource Management and the Workplace
- Consumer Behavior and Experiential Marketing
- Passenger Transport Management
- Airline and Airports Operations and Planning

Duration: 14 Sessions



The Travel and Tourism Industry

This module intends to analyze composition, operation, and organization of the three sectors of tourism industry, namely public, private, and non-profit. Besides, issues such as tour operators, travel intermediaries, accommodation providers, tourist attractions, tourist organizations, and providers of non-air transport are included in this module. The activities, macro-environment, legal, and regulatory requirements and products of all sectors will also be analyzed within relevant case studies.

Special Interest Tourism

This module examines Special Interest Tourism which has grown in popularity over the years as the concept “tourist” has become more sophisticated and discerning. As a result, numerous travel providers have developed products tailored to the needs of those individuals requiring something “different” from the mass tourist. Such products include food tourism, wine tourism, adventure tourism, dark tourism, cultural tourism, gay tourism, and cruise-ship tourism.

Management Theory and Practice for Hospitality, Travel, and Tourism Industries

This module engages in the development and advancement of organization and management notions and theories through the exploration of organizational social history, with special attention given to contemporary managerial approaches applied at both corporate and operational level for the hospitality, travel, and tourism industries. You will be familiarized with the concepts of leadership, group dynamics, efficient communication, group decision-making, organizational culture, structure, and change management processes.

Human Resource Management and Workplace

This module is designed to generate increased confidence when entering and working in the workplace. The module offers you an opportunity to provoke learning through a series of workshops on employment relating to topics such as CVs, cover letters, application forms, interviews, and assessment centers and will introduce you to varied transferable skills. Human Resource Management and Development will be illuminated and the module will demonstrate how this contributes to organizational success in a fast-changing environment. The module will identify key HRM issues, practices, and procedures.

Consumer Behavior and Experiential Marketing

This module develops and expands your marketing knowledge from an experiential and consumer-orientated perspective. Besides, it will allow you to be informed of current approaches through reviewing experiential and online marketing. Your knowledge of key factors motivating individuals to consume experiential provisions (i.e. events, hospitality, and tourism) will also be extended through this module and you will be provided with the opportunity to gain skills in order to identify potential markets for marketing strategies.

Passenger Transport Management

The focus of this module is on the management of passenger transport, operationally and strategically, including urban, interurban, and rural public transport operations (heavy rail, light rail, bus, coach, mobility-sharing schemes) and private transport. It should help contribute to your understanding of passenger transport cost considerations as well as aspects of transport demand and revenue management. Those of you who intend to work in the passenger transport and tourism industries in the private and public sector may find this module useful. Additionally, it draws on relevant concepts supported by examples and practical issues emerging from different companies in the sector.

Airline and Airports Operations and Planning

This module provides an analysis of the major elements of airline and airport operations (e.g. airline scheduling, airport passenger operations) and if you are willing to work in the airline or airport sector, this module could be truly helpful. It will help give you a broader view of the airlines and airports' operational environment and procedure.



Semester 3

- Sustainable Tourism
- Destination Marketing and Management
- Strategic Management for the Hospitality, Travel and Tourism Industries
- Transport Economics and Policy
- Environmental Management
- Airline and Airports Economics and Marketing

Duration: 12 Sessions



Sustainable Tourism

The aim of this module is to critically investigate sustainability and its implication and relevance in the tourism industry. Issues such as the expense and benefits of tourism advancement and its impacts on host communities and environments will be examined, moreover, the ways in which principles of sustainability have been applied within the industry will be meticulously analyzed. Case studies will be reviewed in order to grasp an understanding of the ways through which tourism at local, regional, national, and international level are planned.

Destination Marketing and Management

There is a competitive marketplace for tourism destinations, and to succeed in such market place, destinations must implement distinct and specific marketing and management practices. This module will analyze marketing and management concepts' application, such as tourist behaviors, destination stakeholder management, destination image, and internet marketing in tourist destinations.

Strategic Management for the Hospitality, Travel and Tourism Industries

This module will address principles of strategic management and is applied to industry practice. It covers all four elements of strategic management, namely: Strategic Analysis, Strategic Choice, Strategic Implementation, and Evaluation. You will be able to explore issues such as competitive advantage, sustainability, competence-based organizations, dispersion of knowledge, supply chain and value chain, mergers, acquisitions, strategic alliances, hostile takeovers, generic strategies, adaptive strategies, disruptive innovation, and the digital age.

Transport Economics and Policy

The purpose behind introducing this module is to give you the essential tools and exhaustive knowledge to develop your understanding of current transport issues. These issues will be investigated primarily within the context of contemporary economic and policy status relevant to the scope of our study. The module expands upon concepts developed in year one and two.

Environmental Management

During the first half of this module a theoretical framework, based on core principles, is introduced. The framework enables you to explore the causes, impacts, and potential solutions to various environmental problems. The second half of the module concentrates on how environmental management works in businesses and organizations. A key element in this regard is realizing how environmental management systems, specifically ISO14001, work.

Airline and Airports Economics and Marketing

Major components of airline and airport economics and marketing are included in this module and those of you who intend to achieve management positions in the airline or airport sector might find it quite helpful. Moreover, it aims at providing you with the critical skills and

knowledge of airline/airport cost and revenue inputs to help you make sound managerial decisions. Furthermore, to help you with building a theoretical understanding, practical cases and examples will be presented during the module.



Sources of study

