

Subject overview

This subject introduces concepts, theories, and practical examples of organizations and the fundamentals of managing organizations and the fundamentals of managing organizations within the tourism and hospitality industries. This course provides coverage of essential practical skills and an understanding of the processes of the tourism and hospitality industry.

Learning Outcomes

On completion of this unit, students should be able to:

- Identify factors shaping organisations in tourism and hospitality industries;
- Define and evaluate organizational structures;
- Identify and analyze a variety of management roles and competencies for tourism and hospitality managers;
- Critically discuss the interaction of management in organizations and their effective operations.

Assessment overview

- Case study #1 20% of total assessment
- Mid Semester Exam 10% of total assessment
- Case study #2 25% of total assessment
- Final Exam 25% of total assessment
- Onshore journal 20% of total assessment

Subject modules

- What the tourism industry is and is not
- Background to tourism and hospitality growth over history
- How the industry is organized
- Tourism organisations and infrastructure
- Hospitality and related services
- The tourism and hospitality distribution process
- Travel behaviour and motivations
- The economic, social and environmental impacts, all in the context of tourism and hospitality marketing

Required readings

- Goeldner, C.R. & Ritchie, J.R. (2005). *Tourism: Principles, practices, and philosophies* (10th Ed.). New Jersey, USA: John Wiley & Sons, Inc.

Questions?

If you have any questions about any of the course summaries, please contact us.