

HTM402: Operations Management in Tourism and Resort Operations

Unit code: L/617/5588

RQF level: 4

Unit Aims

This unit aims at providing an understanding and knowledge of operations management within the tourism industry and its resort operations. Learners will look at holiday management and the marketing and distribution methods used to sell holidays. Learners will have the opportunity to make strategic and tactical decisions that address operational management issues in order to achieve success.

Learning Outcomes and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria. Assessment of these outcomes demonstrates a learner can:	
1.	Demonstrate knowledge on the tour operators industry within the travel and tourism sector.	1.1	Explain the recent trends and developments in the to operator industry.
2	Evaluate the stages involved in constructing and marketing holidays.	2.1	Assess the steps and stages involved in constructing holidays.
		2.2	Evaluate the factors to consider in the development a implementation of a successful business plan
		2.3	Assess the different methods of contracting and their suitability in the context of the different types of tour operator.
		2.4	Develop a plan to design a promotional brochure .
		2.5	Assess the suitability of alternative methods to a tradition brochure.
3.	Understand the function and structure of resort operations.	3.1	Examine the function of the resort operations of to operators.
		3.2	Describe the structure of the resort offices of different types of tour operator.

		2.3	Explain why different resort offices structures are adopted.
4.	Understand how to develop a business strategy for a resort/tourist operation.	4.1	Explain the key areas to include in a business strategy and their importance.
		4.2	Analyse the factors to take into account in relation to the given resort/tourist operation.

Indicative Content

- Tour operators
- Trends and developments in the tour operators industry.
- Developing holidays
- Brochures and alternative methods
- Resort operations
- Resort offices
- Incidents that affect the operations of a resort.
- Issues and measures

Suggested Reading

Mill, R. (2012). Resorts. Hoboken, N.J.: Wiley.

Murphy, P. (2008). The Business of Resort Management. Oxford: Butterworth-Heinemann.

Chuck,K,G. (2012). World of Resorts: From Development to Management.: Pearson College Division

Middleton, V. and Clarke, J. (2012). Marketing in Travel and Tourism. Jordan Hill: Taylor and Francis.

Roday, S., Biwal, A. and Joshi, V. (2012). Tourism Operations and Management. New Delhi: Oxford Univ. Pr. Pender, L. and Sharpley, R. (2005). The Management of Tourism. London: Sage.

Tsiotsou, R. and Goldsmith, R. (2012). Strategic Marketing in Tourism Services. Bingley, UK: Emerald.