

Unit 13 – Travel & Transport Management (THM2004)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
<ul style="list-style-type: none">a) Establish issues in transportation management and planning.b) Classify the variety and role of transport systems and outline the different characteristics of land, air and sea modes.c) Recognize the importance of transport links in island economies, air transport development and management (with particular reference to low cost carriers), sea transportation and transport externalities.d) Characterize the relationship between tourism and transportation; the importance of transportation management and transport operations.e) Review the demand characteristics of various transport modes utilised in the tourism industry.f) Identify the respective marketing strengths and weaknesses of transport modes for the tourism industry.
Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)
<ul style="list-style-type: none">a) An understanding on how transportation systems have been developed over the years.b) A knowledge of relevant transport policies and legislation.c) An understanding of travel modes, services, and infrastructures of worldwide passenger transportation systems and networks.
Skills – at the end of the module/unit the learner will have mastered the following skills:
Applying knowledge and understanding The learner will be able to: <ul style="list-style-type: none">a) Design effective transport links that a potential visitor will use from home to destination, and back.b) Offer advice on the use of different travel modes at local and EU level.c) Demonstrate effective decision-making as manager in relation to travel and transportation management.
<i>Judgment Skills and Critical Abilities</i> The learner will be able to: <ul style="list-style-type: none">a) Determine values-based decisions vital to the success of today's intermodal transport manager.b) Evaluate the pros and cons of the different transport modes for a particular tourism, travel and hospitality situation.c) Assess travel and transport management from a strategic perspective.

