

Unit 16- Tourism Operations Management (THM2007)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Recognize the key features of operations management in travel, tourism and hospitality organizations.
- b) Establish the role operating systems in travel, tourism and hospitality play in delivering value to customers.
- c) Recognize the role of evolving technologies, in particular ICT in the development of operational systems in travel, tourism and hospitality.
- d) Review how quality systems impact on operations design in the travel, tourism and hospitality sectors.

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)

- a) An understanding of the inter-related principles and practices of managing the operations functions of firms in the tourism and hospitality industries.
- b) A knowledge of appropriate operations processes for the enhancement of overall business objectives.
- c) A recognition of the characteristics in the travel, tourism and hospitality sectors that have an impact on the management of operations.

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:

- a) Apply principles of operations management relevant to the travel, tourism and hospitality sectors.
- b) Demonstrate an appreciation of the role of operations management in the travel, tourism and hospitality sectors.
- c) Demonstrate how the effective management of operations contribute to the overall competitive advantage of a firm.

d) Demonstrate the effective use of decision models in order to enhance performance in the travel, tourism and hospitality industries.

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Assess operations systems holistically in order to give maximum value to the customer.
- b) Critically evaluate how a customer orientation approach can be applied to operations management in a particular tourism context.
- c) Evaluate the impact environmental change brings about in the management of firms in the tourism industry.