

Liverpool John Moores University

Title: Managing Tourism Operations
Status: Definitive
Code: **5010SSLN** (122461)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Kelsy Hejjas	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (15 minutes)	40	
Essay	AS2	Essay (2000 words)	60	

Aims

This module aims to develop students' skills in finding solutions to conceptual and practical problems relevant to managing tourism operations

Learning Outcomes

After completing the module the student should be able to:

- 1 Source and evaluate appropriate information in order to make a management decision
- 2 Discuss the importance of customer service in tourism and leisure

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	2	1
Essay	2	1

Outline Syllabus

Managing service organisations, service characteristics, the competitive business environment, management decision making, managing people, customer service, quality management, human resource management.

Learning Activities

Delivered via lectures, workshops, guest speakers and industry liaison.

Notes

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