

# Managing Tourism Operations

## Module Information

2022.01, Approved

### Summary Information

Module Code	5010SSLN
Formal Module Title	Managing Tourism Operations
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	20
Workshop	20

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

Aims	This module aims to develop students' skills in finding solutions to conceptual and practical problems relevant to managing tourism operations
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**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Source and evaluate appropriate information in order to make a management decision
MLO2	2	Discuss the importance of customer service in tourism and leisure

## Module Content

Outline Syllabus	Managing service organisations, service characteristics, the competitive business environment, management decision making, managing people, customer service, quality management, human resource management.
Module Overview	This module will develop your skills in finding solutions to conceptual and practical problems relevant to managing tourism operations. Through lectures, workshops, guest speakers and industry liaison you will look at topics such as managing service organisations, service characteristics, the competitive business environment, management decision making, managing people, customer service, quality management, and human resource management.
Additional Information	This module aims to develop students' skills in finding solutions to conceptual and practical problems relevant to managing tourism operations

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	40	0	MLO2, MLO1
Essay	Essay	60	0	MLO2, MLO1

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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