



Diploma in Travel & Tourism Management (620) – Tourism Management




Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
Course Description: Overview of the hospitality-tourism industry: hotels, resorts, tourism and travel, convention management, casinos and gaming, food service (commercial and non-commercial), and culinary arts, including emerging trends in the industry and available career opportunities. Tourism as a world export industry and its importance to the economy; tourist behaviour, motivation, and decision making; the interrelationship of recreation and tourism; the system used to deliver tourism services; and the products and services of the tourism industry. The course also cover hospitality and tourism industry with focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organisation, and management of industry components and the services/products they deliver.	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and classroom discussions.	
Intended Learning Outcomes: 1. Describe preventative legal management, ethics and the law 2. Define government departments that impact the hospitality industry. Describe the roles played by government and international organisations in travel and tourism. 3. Describe common hospitality organisational structures and hospitality operating structures. Define the importance of a business structure.	Assessment Criteria: 1.1 Demonstrate why the study of law related to hospitality is important. 1.2 Describe the historical origins of the law and its evolutionary nature. 1.3 Produce a framework to help prevent legal difficulties before they begin. 1.4 Evaluate ethical management actions. 2.1 Define how governmental agencies are involved in regulating the hospitality industry. 2.2 Analyse the various roles of governmental agencies that regulate the hospitality industry. 2.3 Describe how to identify local governmental agencies involved in regulating the hospitality industry. 2.4 Describe national and international agencies and departments charged with monitoring and regulating the travel industry. 2.5 Demonstrate how to properly respond to an official inquiry or complaint from a regulatory entity. 3.1 Describe the importance of selecting the proper organisational and operational structures for a hospitality business. 3.2 Analyse the various organisational business structures used in the hospitality industry. 3.3 Analyse the most common operational business structures in the hospitality industry.

<p>4. Describe the different types of contracts. Define components of an enforceable contract</p>	<p>3.4 Define the responsibilities and obligations created by an agency relationship.</p> <p>4.1 Define the basic types of valid business contracts.</p> <p>4.2 Explore the essential components that must be present to create a valid contract.</p> <p>4.3 Describe the consequences of breaching an enforceable contract.</p> <p>4.4 Illustrate how to avoid legal difficulties related to contracts before they arise.</p>
<p>5. Understand significant hospitality contracts; including (i) Specific contract clauses (ii) Franchise contracts (iii) Management contracts (iv) Conference service contracts</p>	<p>5.1 Describe how contract clauses are commonly utilised in hospitality contracts.</p> <p>5.2 Define the purpose of a franchise contract (franchise agreement).</p> <p>5.3 Define the purpose of a management contract (management operating agreement).</p> <p>5.4 Describe important forms of meeting space contracts used in lodging operations.</p> <p>5.5 Identify important forms of group rooms contracts used in lodging operations.</p>
<p>6. Analyse the different methods of managing property. Describe the different methods of financing the purchase of property.</p>	<p>6.1 Explain the difference between real property and personal property.</p> <p>6.2 Evaluate the purchase-versus-lease decision from a legal perspective.</p> <p>6.3 Discuss how to avoid infringement of patent, copyright, and concept rights.</p>
<p>7. Describe the employee selection process. Analyse how to verify employee's eligibility to work</p>	<p>7.1 Define how to utilise job descriptions, qualifications, and other tools for legally selecting employees.</p> <p>7.2 Identify how to avoid charges of discrimination by defining the classes of workers who are protected under the law.</p> <p>7.3 Explain the procedure for verifying the work eligibility of potential employees before offering them employment.</p> <p>7.4 Distinguish the rights of both employers and employees.</p> <p>7.5 Describe the concept of collective bargaining and the legal obligations when interacting with labour unions.</p>
<p>8. Define workplace discrimination and sexual harassment. Analyse how to assess employee performance, claims, appeals, redundandct and retention.</p>	<p>8.1 Differentiate between an employment agreement and an employee handbook.</p> <p>8.2 Define how to establish a nondiscriminatory work environment.</p> <p>8.3 Define how to implement a procedure designed to eliminate sexual harassment and minimise the risk of penalties resulting from charges of unlawful harassment.</p> <p>8.4 Define how to legally manage the complex areas of employee leave, compensation, and performance.</p> <p>8.5 Demonstrate how to respond appropriately to unemployment claims.</p>

<p>9. Describe the responsibilities, duties and obligations of a hospitality operator.</p>	<p>8.6 Explain the employment records that must be maintained to meet legal requirements.</p> <p>9.1 Differentiate between the types of legal duties required of a hospitality operator, and the consequences of the failure to exercise reasonable care in fulfilling these duties.</p> <p>9.2 Evaluate operational activities in light of their impact on guest safety and potential legal damages.</p> <p>9.3 Define how a lawsuit is initiated and moves through the UK court system.</p> <p>9.4 Demonstrate how to create a checklist of the steps that should be initiated immediately following an accident.</p>
<p>10. Describe the responsibilities of a hospitality operator to guests. Describe the hospitality operator's legal responsibilities to guests property.</p>	<p>10.1 Describe the legal responsibility to admit guests and the circumstances when such admission can be denied.</p> <p>10.2 Identify how to protect the guest's right to privacy.</p> <p>10.3 Explain how to operate and maintain a facility in a way that maximises the safety of guests and compliance with the law, including Health & Safety and Disabilities Act.</p> <p>10.4 Differentiate between various types of nonguests and understand your obligations toward them.</p> <p>10.5 Demonstrate the procedures required to safely and legally remove guests from a property.</p> <p>10.6 Understand fully the responsibility hospitality managers have to safeguard the personal property of their guests.</p> <p>10.7 Describe the procedures needed to limit potential liability for the loss of guest property.</p> <p>10.8 Analyse the theories of bailment so as to be able to implement policies that limit potential legal liability.</p> <p>10.9 Identify the procedures required to legally dispose of personal property whose ownership status is in question.</p>
<p>11. Describe the legal responsibilities of a hospitality operator when serving food and beverages.</p>	<p>11.1 Describe a foodservice establishment's responsibilities and other laws, to serve food and beverages.</p> <p>11.2 Explain "Truth in Menu" concepts to the service of food and beverage products.</p> <p>11.3 Assess the current legal risks associated with serving alcohol.</p> <p>11.4 Demonstrate how to implement training programs in response to serving alcohol.</p>
<p>12. Describe the legal responsibilities of (i) Travel Agents and Tour Operators (ii) Transporters and Carriers (iii) Gaming/Resorts and Amusement Park operators (iv) Online Travel Sales</p>	<p>12.1 Describe the roles and potential liabilities of travel agents and tour operators as each fulfills its unique role in marketing and providing travel services.</p>

<p>13. Analyse safety and security issues. Describe the importance of a protected environment.</p> <p>14. Describe the different types of insurance coverages and policies.</p>	<p>12.2 Identify those common carriers typically utilised by the travel industry, as well as the recurrent areas of potential liability inherent in each of them.</p> <p>12.3 Evaluate tourism as it relates to gaming, resorts, and time - shares, and theme park operations, based, in part, upon the unique liability issues and managerial responsibilities inherent in each of these growing areas.</p> <p>12.4 Define, from a legal perspective, the unique characteristics of the Internet can impact restaurant and hotel managers' efforts to integrate the power of the Web into their own operations.</p> <p>13.1 Describe the responsibility hospitality managers have to protect the safety and security of guests and employees in hospitality operations.</p> <p>13.2 Describe the procedures needed to limit the potential liability of safety risks and security risks.</p> <p>13.3 Analyse the need for and benefit of implementing an effective crisis management plan.</p> <p>13.4 Describe how to minimise the risk of crimes against the business operation.</p> <p>14.1 Describe the value of insurance in protecting a business from financial loss.</p> <p>14.2 Describe the different types of insurance required of hospitality operations.</p> <p>14.3 Define the role of workers' compensation and the requirements of an employer.</p> <p>14.4 Critically evaluate the financial ratings of insurance companies and other information that might help select an insurance carrier.</p> <p>14.5 Distinguish between the terms "primary" and "umbrella" insurance coverage, and determine appropriate amounts of coverage.</p> <p>14.6 Analyse an insurance policy and determine what types of claims will be covered, and will not be covered.</p>
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Recommended Learning Resources: Tourism Management

Text Books	<ul style="list-style-type: none">• Tourism Management: Managing for Change by Stephen Page. ISBN-10: 0750682051• Sustainable Tourism Management by John Swarbrooke. ISBN-10: 0851993141• The Business of Tourism Management by John Beech and Simon Chadwick. ISBN-10: 0273688014
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None