

Unit Title: Travel, Tourism and Hospitality Operations Management	Unit Code: TTHOM
Level: Diploma	Learning Hours: 160
<p>Learning Outcomes and Indicative Content:</p> <p>Candidates will be able to:</p> <ol style="list-style-type: none"> 1. Understand the meaning of operations management in travel, tourism and hospitality (TTH) <ol style="list-style-type: none"> 1.1 Define operations management 1.2 Illustrate what operations management means in practice 1.3 Identify characteristics of the travel, tourism and hospitality sector that impact on the management of operations within the sector 2. Recognise operational features of the main sub-sectors in travel, tourism and hospitality <ol style="list-style-type: none"> 2.1 Identify the operational features of the transport sector and component sub-sectors 2.2 Identify the operational features of the accommodation sector 2.3 Identify the operational features of the attractions and heritage sector 2.4 Identify the operational features of the tourism facilitation sector 2.5 Identify the operational features of the tourism distribution sector 3. Understand the role that the main features of operating systems in travel, tourism and hospitality play in delivering service to customers <ol style="list-style-type: none"> 3.1 Recognise the interface between operations and the customer in most areas of TTH 3.2 Recognise where and how the customer comes into contact with operations in the TTH sector 3.3 Identify examples of how operating systems can have an impact on customer service and satisfaction 4. Understand the impact on businesses, customers and employees of changing operating systems in travel, tourism and hospitality <ol style="list-style-type: none"> 4.1 Recognise the nature and extent of change in operating systems within TTH over the past decade 4.2 Identify how changes in operating systems (large- and small-scale) can impact on all key stakeholders in TTH 4.3 Identify the specific impact of change on selected examples of operations in TTH 	

- 5. Recognise the role of evolving technologies, in particular ICT, in the development of operational systems in travel, tourism and hospitality**
 - 5.1 Identify the extent of technological change over the past decade and its impact on the TTH sector
 - 5.2 Identify the role of ICT in TTH operations
 - 5.3 Understand the changes caused by technological change in TTH

- 6. Recognise the defining features of services and the implications these have for operations in travel, tourism and hospitality**
 - 6.1 Identify and understand the meaning of the main defining characteristics of services including intangibility, inseparability, heterogeneity, perishability, human contact in delivery, quality control problems
 - 6.2 Recognise the implications of these characteristics for a range of operations in:
 - transport
 - accommodation
 - attractions
 - heritage
 - facilities
 - facilitation

- 7. Understand the relationship between travel, tourism and hospitality operating systems and changing consumer demand and expectations**
 - 7.1 Identify the main features of changing consumer demand and expectations
 - 7.2 Identify how effective management of operating systems can help organisations respond to changing consumer demand and expectations

- 8. Assess customer feedback on services and operations in travel, tourism and hospitality**
 - 8.1 Understand the nature and sources of customer feedback in TTH
 - 8.2 Recognise the value of both positive and negative customer feedback
 - 8.3 Identify the main techniques available for the collection of customer feedback
 - 8.4 Identify systems that can be put in place to handle and respond to customer feedback

- 9. Understand the concept of *McDonaldisation* and its implications for operations, service and consumer satisfaction in travel, tourism and hospitality**
 - 9.1 Define McDonaldisation

- 9.2 Recognise and understand the main characteristics of McDonaldisation:
Efficiency – the optimal method for accomplishing a task
Calculability – objective should be quantifiable (i.e. sales) rather than subjective (i.e. taste)
Predictability – standardised and uniform services
Control – standardised and uniform employees, replacement of human by non-human technologies
- 9.3 Identify how the principles of McDonaldisation apply across a range of operational areas in TTH
- 9.4 Identify the benefits and limitations of McDonaldisation in TTH operations

10. Recognise the role of front-line staff in travel, tourism and hospitality operations

- 10.1 Identify the roles undertaken by front-line staff in TTH operations
- 10.2 Identify the challenges faced by front-line staff in TTH operations
- 10.3 Recognise the importance of effective and efficient front-line staff in achieving customer satisfaction in TTH
- 10.4 Question the status and rewards of front-line staff in many TTH businesses

11. Recognise the impact of human resource delegation strategies, such as empowerment, on the role of front-line staff, and their use of operational systems in travel, tourism and hospitality

- 11.1 Understand the concept of delegation in the management of staff
- 11.2 Understand the concept of employee empowerment
- 11.3 Understand the concept of organisational citizenship behaviour (OCB)
- 11.4 Recognise the implications of empowerment for front-line staff
- 11.5 Recognise the implications of empowerment for supervisors and middle managers
- 11.6 Identify the implications of key operating features in TTH for the use of empowerment and other forms of delegation

12. Identify key trends and developments in travel, tourism and hospitality operations

- 12.1 Assess the implications of technology substitution for reducing labour costs in TTH operations
- 12.2 Assess the widening role for ICT in the management of TTH operations
- 12.3 Consider the implications of changes in TTH operations for customer service and satisfaction
- 12.4 Recognise the differing operational environments in TTH in developed and developing countries

Assessment Criteria:

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

Recommended Reading

Jones P, Lockwood A, *Hospitality Operations* (2003), Thomson Learning
ISBN: 0826448267

Rutherford D, O'Fallon M, *Hotel Management and Operations* (2006), John Wiley
ISBN: 0471470651

Rastoqi A, *Travel Agency Operation* (2007), Aman Publications
ISBN: 8182040361