

Faculty of Economics and Political Science

Management of Tourism Institutions

Information :

Course Code : PAD 405

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Public Administration

Area Of Study :

This course presents the criteria and goals of good management of tourist agencies, qualifications of administrative personnel, problems and solutions, and influence on public policy-making. Students analyze and explore how travel agencies can survive in competitive and changing environment; especially during periods of political and economic instability with special emphasis on the Egyptian case.

Course Goals:

• Understand the functioning of tourist agencies.

• Distinguish between the qualifications of administrative personnel, how to tailor problems and solutions based on the situation.

• Explore the social and environmental consequences of tourism as a potential factor to develop destination areas.

• Analyze the impact of challenges and situations on the public policy-making process.

• Develop the different strategies used by the travel agencies in facing of challenges in terms of crisis management in the Egyptian case.

Description :

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Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Comprehend the basic concepts and practices in tourism management. |
| 2 - | Differentiate between different travel agencies and their functions. |

b. Intellectual Skills: :

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| 1 - | Interpret different crisis and challenges through using qualitative and quantitative methods. |
| 2 - | Think critically of problem solving strategies for tourism issues. |
| 3 - | Analyze different consequences of tourism and provide recommendations. |

c. Professional and Practical Skills: :

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| 1 - | Accurately define the policy issues and creatively develop optimal alternative solutions. |
| 2 - | Develop new approaches in management of tourism including advertisement. |
| 3 - | Describe the motivation for government involvement in the tourism markets. |

d.General and Transferable Skills: :

1 -	Analyze debate and deal with ethical issues in management of tourism.
2 -	Develop oral and written communication skills.
3 -	Participate in group discussions, and respect the reasoned view of others.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introductory Lecture and Course Outline	3	1	
Introducing Management of Tourism Institutions: Concepts and Ideas	3	1	
Issue in Management of Tourism Institutions: a. Efficiency versus Responsiveness b. Challenges and Crisis Management c. Politics and Administration	3	1	
Inter Tourism Institutions Relationships and Cooperation	3	1	
Working with Governmental and Non-Governmental Organizations			
What is public policy? a. Administrative organization (federal government) b. The policy process c. Types of policies d. Sources of bureaucratic power	6	2	
Midterm Exam		1	
Ethical Issues of Tourism Institutions	3	1	
Planning, policy Analysis, Implementation & Evaluation	3	1	
International Agreements	3	1	
Domestic, Regional and International Challenges for the Management Process	6	2	
Possible strategic mechanisms of dealing with the challenges and future of the Tourism Institutions in Egypt	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Demonstration videos
Group discussion
Debates
Research Paper
Simulations
Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work(Attendance, Participation, Assignments, Quizzes, Research Paperé)	30.00		To assess understanding and theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills.
Midterm Exam	30.00	7	To assess professional skills.

Recommended books :

Eric Laws and Bruce Prideaux (et al), Crisis management in tourism. Cambridge: CABI, 2007.

Periodicals :

Gui Santana, Crisis Management and Tourism, Journal of Travel & Tourism Marketing, Vol. 15, No 4, 2004