

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

Instructor Information :

Title	Name	Office hours
Lecturer	Nevine Henry Rezk Saad Wasef	6

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: :

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

b. Intellectual Skills: :

- 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: :

- 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 Working with Governmental and Non-Governmental Organizations	3	1	
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 Paperó D	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