

Identification	Subject	THM 430 Tourism Operations Planning and Analysis-3KU credits (6ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Spring, 2023	
	Instructor	Hamid Alizade, hamid.alizade@khazar.org	
	Classroom/hours	Saturday 122 Bashir Safar-Oghlu St, Baku 1009 (Downtown campus), Khazar University	
Prerequisites	MGT 411 Service Operations Management		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Nigel Evans: Strategic Management for Tourism, Hospitality and Events 3 nd edition, Routledge Publisher, 2019		
	Nigel Evans: Strategic Management for Tourism, Hospitality and Events 3 nd edition, Routledge Publisher, 2015		
Course	The course is designed to integrate face-to- face actions. All course related materials including, but not limited to, syllabus, supplementary readings, course announcements, cases and assignments will be provided.		
Course objectives	<i>Generic Objective of the Course:</i> <ul style="list-style-type: none">To provide students with the core concepts, methods and techniques of tourism planning <i>Specific Objectives of the Course:</i> <ul style="list-style-type: none">Introduction to operations management through global environment and Operations strategy, managing projects and forecasting demandTo learn methods and tools to design operationsAcquire some practical skills and managerial way of thinking of managing operations Gain three hours of credit towards graduation.		
Course outline	This course introduces students to key principles of strategic management in the fields of tourism, hospitality and events, and include applying theories to practice. Topics include: strategy for tourism, hospitality and events, Tourism, hospitality and event organizations: the human resources context, the financial context, products and markets context. The external environment for tourism, hospitality and event organizations: the macro context		
Learning outcomes	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none">Explain term strategy and strategic management in tourism contextUnderstand Mintzberg’s Five Ps framework of strategyIdentify key characteristics of servicesTo understand competencies, core competencies and resources and be able to apply the to the practice.Explain human resource audit and benchmarking and its applicability in practical contextEvaluate cost of capital and recognizes methods of financial analysis such as, longitudinal analysis, cross-sectional analysis, and ratio analysisUnderstand segmenting, targeting and positioning in tourism context and familiarize with models such as BCG and GEC matrixes and their limitations Define macro environment and conduct STEEP analysis		
Teaching methods	Case analysis		x
	Group discussion		x
	Experiential exercise		x
	Lecture		x
	Course paper		x
	Others (quiz)		x
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Activity		5
	Attendance		5

		Quiz (2)		10
		Team Project		10
		Final Exam		40
		Total		100
		<p>Attendance Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor.</p> <p>Activity Students should participate in class activities such as problem solutions, case studying and discussions. Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.</p> <p>Quiz First quiz will cover up topics from 1st week to 4th week. Second quiz will include study materials from week 9 to week 13. Duration for each quiz will be 30 minutes and will include close and open-ended questions.</p> <p>Team Project During project implementation students will be required to choose a tourism organization and apply theories and principles they have learnt and analyze.</p> <p>Midterm Exam: Exam will include problem solutions and open questions.</p> <p>Final Exam: Exam will include multiple-choice and open questions.</p>		
Week	Date/Day	Topics	Assignments	
1		Strategy and strategic objectives for tourism, hospitality and event organizations	Ch.1	
2		Introduction to strategy for tourism, hospitality and events	Ch2	
3		Tourism, hospitality and event organizations: the operational context:	Ch.3	
4		Tourism, hospitality and event organizations: the human resources context	Ch.4	
5		Tourism, hospitality and event organizations: the financial context/ Quiz 1	Ch.5	
6		Tourism, hospitality and event organizations: the products and markets context	Ch.6	
7		The external environment for tourism, hospitality and event organizations: the macro context	Ch.7	
8		The external environment for tourism, hospitality and event organizations: the micro context	Ch.8	
9		Mid-term		
10		SWOT analysis for tourism, hospitality and event organizations	Ch.9	
11		Competitive strategy and strategic direction for tourism, hospitality and event organizations/ Team project	Ch.10	
12		Strategic methods for tourism, hospitality and event organizations	Ch.11	
13		Strategic evaluation and selection for tourism, hospitality and event organizations/ Quiz 2	Ch.12	

14		Strategic implementation for tourism, hospitality and events	Ch. 13
15		International and global strategies for tourism, hospitality and events	Ch. 14
		Final exam	