

3 Understand the application of operations management across the tourism and hospitality industries.

- 3.1 Explain the role of operations management within tour operator and travel agency operations.
- 3.2 Define the systems approach to service delivery within the industry.
- 3.3 Explain and evaluate how the supply chain impacts on tour operators and travel agency operations.
- 3.4 Evaluate and explain the variables of supply and demand.
- 3.5 Explain the importance of quality in the tourism and hospitality industry.
- 3.5 Determine the principles of quality control and total quality management.

4 Be able to evaluate the marketing and planning process, the marketing mix and macro factors affecting demand.

- 4.1 Analyse the macro and micro environment locally and internationally.
- 4.2 Explain the marketing planning process.
- 4.3 Identify pricing techniques within the tourism and hospitality industry.
- 4.4 Evaluate the marketing mix, distribution and pricing channels, pricing and promotion strategies of companies within the industry.
- 4.5 Evaluate and analyse the influences on pricing techniques and the importance of brand loyalty.

5 Understand the mechanics of income generation and the strategies to improve customer service.

- 5.1 - Describe and explain the cost structures and yield management of hotel, tour operator and travel agency businesses.
- 5.2 - Justify the role of customer services strategies
- 5.3 - Explain the importance of productivity in the context of tourism and hospitality operations.

Unit purpose and aim(s): to provide learners with a sound understanding of:

- research methodology and process in the context of tourism and hospitality
- operations management related to the travel, tourism and hospitality industry.
- the relevant models used in operations management.
- the importance of income generation strategies within the industry.
- the marketing planning process within the industry
- Research methodology and process in the context of tourism & hospitality

Unit review date: 31.3.14

Details of the relationship between the unit and relevant national occupational standards (NOS): TT08 Research travel and destination information
 TT10 Develop and maintain your effectiveness at work
 TT21 Organise your work and personal development
 TT24 Monitor and solve customer service problems
 TT50 Monitor business performance

Additional assessment requirements: 6,000 words written project

