

## Course Outline – NRRT 671

<b>Course Number:</b>	NRRT 671
<b>Course Title:</b>	Strategic Management for Travel and Tourism
<b>Credits:</b>	2
<b>Terms:</b>	Spring
<b>Prerequisite:</b>	None
<b>Grading:</b>	Traditional

**Course Description:** This course will provide students with an understanding of concepts related to starting and strategic management of businesses within the travel and tourism industry.

**Main Topics:** This course explores business strategies within the context of the travel and tourism industry. Students will investigate factors to consider in starting one's own tourism business. Also, tools and techniques for conducting internal and external analyses of a travel and tourism organization, identifying strategic business alternatives from such analyses and implementing these alternatives effectively, whether they are based on starting a new tourism enterprise, or planning the growth and development of an existing enterprise.

**Course Objectives:** Students will gain an understanding of...

- The strategic process in business management within the context of travel and tourism.
- Internal and external analysis of a travel and tourism business.
- The utilization of the strategic process to identify strategic choices and an implementation of those choices within the context of a travel and tourism business.
- The importance and application of an analysis of risk and its management within the context of a travel and tourism business.

### Course Outline:

- Entrepreneurship in a travel and tourism context
  - Identifying opportunities, planning, and organizing a new travel and tourism business
  - Financing a new travel and tourism business
- The Strategic process for travel and tourism organization
  - Strategy and objectives for travel and tourism organizations
- Internal analysis for a travel and tourism organization
  - Competences, resources and competitive advantage
  - Managing human resources in a travel and tourism organization
  - Financial analysis and performance of a travel and tourism organization
  - Products and markets for a travel and tourism organization
- External analysis for a travel and tourism organization
  - The external environment; the macro- and micro- perspective
- Strategic choice and implementation
  - Identifying competitive strategic directions for travel and tourism organizations
  - Strategic evaluation and selection for a travel and tourism organization.
  - International and global strategic for travel and tourism organizations