

Tourism Management

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Jack Hart
Development Date	11/6/2000
Revised Date	4/1/2005
Course Number	10-109-125
Instructional Level	Associate Degree
Potential Hours of Instruction	54
Total Credits	3

Description

Introduces theories, principles and practical application of management skills in the hospitality and tourism industry. Students analyze their current skills and develop a personal management philosophy appropriate to the service industry.

Target Population

Individuals interested in careers in the hospitality and tourism industry. This is a required course for students in the Hospitality and Tourism program.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	54	3

Textbooks

Woods and King. *Quality Leadership and Management in the Hospitality Industry*. Educational Institute. **Edition:** current. **ISBN:** 0-86612-069-6.

Exit Learning Outcomes

Core Abilities

- A. Communication
- B. Critical thinking
- C. Ethics
- D. Social interaction

Competencies

- A. Interpret the changing nature of leadership/management

Linked Core Abilities

- Communication
- Critical thinking
- Ethics

Competence will be demonstrated:

- A.1. on a written exam
- A.2. by submitting a paper analyzing different management styles

Criteria - Performance will be satisfactory when:

- A.1. you compare traditional and modern management/leadership theories
- A.2. you determine individual dominant management style
- A.3. you explain the evolution of management philosophies
- A.4. paper includes an identification of all management styles
- A.5. paper includes the observable characteristics of the management styles
- A.6. paper includes a discussion of the effectiveness of the management style related to the work situation
- A.7. paper includes a reflection of an accurate analysis of the target audience
- A.8. paper shows evidence of logical critical thinking
- A.9. paper follows an effective organizational plan
- A.10. paper follows prescribed format, meeting criteria for all components
- A.11. paper exhibits correct and appropriate grammar, punctuation, spelling, syntax, and word usage

B. Assess the conditions required for quality service

Linked Core Abilities

Critical thinking

Ethics

Competence will be demonstrated:

- B.1. on a written exam

Criteria - Performance will be satisfactory when:

- B.1. you compare several current quality theories
- B.2. you determine their own theories of quality
- B.3. you explain the Baldrige National Quality Award core values
- B.4. you judge value of maintaining loyal customers
- B.5. you assess the impact of quality service on maintaining loyal customers

C. Evaluate the process involved in continuous improvement

Linked Core Abilities

Critical thinking

Ethics

Competence will be demonstrated:

- C.1. on a written exam
- C.2. by submitting a paper describing an example of the Continuous Improvement Process

Criteria - Performance will be satisfactory when:

- C.1. you summarize the Continuous Improvement Process
- C.2. you determine tools required to complete the Continuous Improvement Process
- C.3. paper includes a discussion of the targeting of an opportunity for improvement
- C.4. paper includes an analysis of the area targeted for improvement
- C.5. paper includes a description of the implementation process
- C.6. paper includes an evaluation of the overall improvement
- C.7. paper includes a reflection of an accurate analysis of the target audience

- C.8. paper shows evidence of logical critical thinking
- C.9. paper follows an effective organizational plan
- C.10. paper follows prescribed format, meeting criteria for all components
- C.11. paper exhibits correct and appropriate grammar, punctuation, spelling, syntax, and word usage

D. Assess the use of power and empowerment within a organization

Linked Core Abilities

Communication

Critical thinking

Ethics

Competence will be demonstrated:

D.1. on a written exam

D.2. by submitting a paper on how to establish an empowered environment in a workplace

Criteria - Performance will be satisfactory when:

D.1. you evaluate the fundamentals of power and authority

D.2. you critique various power tactics

D.3. you contrast empowerment and delegation

D.4. you create an empowered environment

D.5. paper includes a discussion of how to accomplish support from the top

D.6. paper includes a discussion of how to accomplish getting everyone involved

D.7. paper includes a discussion of how to accomplish open communication

D.8. paper includes a discussion of how to accomplish training

D.9. paper includes a discussion of how to establish an environment of trust

D.10. paper includes a reflection of an accurate analysis of the target audience

D.11. paper shows evidence of logical critical thinking

D.12. paper follows an effective organizational plan

D.13. paper follows prescribed format, meeting criteria for all components

D.14. paper exhibits correct and appropriate grammar, punctuation, spelling, syntax, and word usage

E. Evaluate the communication process

Linked Core Abilities

Communication

Critical thinking

Ethics

Social interaction

Competence will be demonstrated:

E.1. on a written exam

Criteria - Performance will be satisfactory when:

E.1. you summarize the communication process

E.2. you evaluate how the process is effected by different communication styles

F. Analyze the characteristics of high-performance teams

Linked Core Abilities

Communication

Critical thinking

Ethics

Social interaction

Competence will be demonstrated:

F.1. on a written exam

Criteria - Performance will be satisfactory when:

F.1. you critique the characteristics of highly successful teams

F.2. you explore the stages of team development

G. Examine the challenges of dealing with diversity in the work place

Linked Core Abilities

Communication

Critical thinking

Ethics

Competence will be demonstrated:

G.1. on a written exam

Criteria - Performance will be satisfactory when:

G.1. you examine the various types of diversity in the workforce

G.2. you identify the benefits of diversity awareness in the workforce