

SYLLABUS منهاج المادة التعليمية

Management of tourism companies and agencies

Domain: Economics, management and financial sciences (D06)

Field: Commercial sciences

Specialization: Tourism and hospitality marketing (M2)

Semester : 03

University year : 2024-2025

Presentation of the learning subject

Title: Management of tourism companies and agencies

Learning unit: methodological

Number of credits: 04

Coefficient: 02

Weekly hourly volume: Three (03) hours

Course (number of hours per week): 1:30

Directed work (number of hours per week): 1:30

Practical work (number of hours per week): /

Responsible of the learning subject

First name, last name: Meriem Gouri, lecturer - B-

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Phone number : 07 74 99 29 01

Lesson time and location: Sunday (09:30-11:00) in Classroom T1

Description of the learning subject

Prerequisites:

Student is supposed to master the basics of:

- Marketing, management
- Tourism and hotel marketing
- Principles of tourism and hospitality

General objective:

The main objective is to understand the importance of management in the work of a tourism company. An optimal combination between marketing and management is recommended in order to make a successful tourism activity.

Learning objectives:

- Student will be able to **define** the basic concepts about the management of tourism companies
- He will be able to **apply** its knowledge in the company .
- He will be able to **analyze** the managerial process of any tourism company.

Content of the learning subject

The first chapter: Management of tourism companies

The second chapter: Management of tourism and travel agencies

The third chapter: Management of tourism and travel offices

The fourth chapter: Management of tourist excursion organizations

The fifth chapter: Management of tourist transportation companies

Sixth chapter: Tourist programs and tickets

Seventh chapter: Tourism insurance

Eighth chapter: Distribution and communication in tourism companies and travel agencies

Ninth chapter: Regulatory requirements in travel

Tenth chapter: International tourism organizations

Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	20	60%
Test	05	10%
Personal and group works	07	14%
Behavior	03	06%
Presence	05	10%
Total	40	100%

References

Essential reference :

Title	Author	Publishing house/year
Service Management: Theory and Practice	John R. Bryson, Jon Sundbo, Lars Fuglsang, Peter Daniels	Springer International Publishing/2020

Support references

Title	Author	Publishing house/year
Tour Operators and Operations: Development, Management & Responsibility	Jacqueline Holland, David Leslie	Publisher: CABI/2017
مقدمة عن شركات السياحة ووكالات السفر	لمياء حنفي	دار الوفاء لدنيا الطباعة والنشر، مصر، 2011
وكالات ومنظمات السياحة والسفر	مصطفى يوسف كافي	دار ومؤسسة رسلان للطباعة والنشر، سوريا، 2018.
إدارة المنشآت السياحية والفندقية	زيد منير عبوي	دار الراية للنشر والتوزيع، 2008الأردن،

Planning

Week	Lesson content	Date
Week 01	-Making contact -Presentation of the program -Explanation the evaluation method	29/09/2024
Week 02	Chapter 1: Management of tourism companies: Concepts	06/10/2024
Week 03	Chapter 2 : Management of Travel agencies and tour operations business	13/10/2024
Week 04	Chapter 3: Management of Tourism offices	20/10/2024
Week 05	Chapter 4: Management of excursion organizations	27/10/2024
Week 06	Chapter 5: Management of transportation companies .	03/11/2024
Week 07	Chapter 6: Tourist programs and tickets Chapter 7: Tourism insurance	10/11/2024
Week 08	Chapter 8: Distribution and communication I)-Distribution in tourism companies	17/11/2024
Week 09	II)-Communication in tourism companies	24/11/2024
Week 10	Chapter 9: Regulatory requirements in travel	01/12/2024
Week 11	Chapter 10 : International tourism organizations	08/12/2024
Week 12	Test	15/12/2024
Week 13	Submit evaluation marks to the students	05/01/2025
	Final exam	

أستاذة الأعمال الموجهة :

GOURI MERIEM قوري مريم



الأستاذة (ة) المحاضرة(ة):

GOURI MERIEM قوري مريم

