

منهاج المادة التعليمية SYLLABUS

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: 2025-2026

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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Lesson time and location: Sunday (09:30-11:00) in LMD4 + LMD15



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%
Attitude	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	Springer International Publishing/2020
	Fuglsang, Peter Daniels	

Support references

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



Planning

Week	Lesson content	Date
Week 01	-Presentation of the program -Inform about the prerequisite test *online -Explanation of the evaluation method	28/09/2025
Week 02	Chapter 1: Management of tourism companies: Concepts	05/10/2025
Week 03	Chapter 2 : Management of Travel agencies and tour operations business	12/10/2025
Week 04	Chapter 3: Management of Tourism offices	19/10/2025
Week 05	Chapter 4: Management of excursion organizations	26/10/2025
Week 06	Chapter 5 : Management of transportation companies	02/11/2025
Week 07	Chapter 6: Tourist programs and tickets Chapter 7: Tourism insurance	09/11/2025
Week 08	Chapter 8: Distribution and communication I)-Distribution in tourism companies	16/11/2025
Week 09	II)-Communication in tourism companies	23/11/2025
Week 10	Chapter 9: Regulatory requirements in travel	30/11/2025
Week 11	Chapter 10: International tourism organizations	07/12/2025
Week 12	Test	14/12/2025
Week 13	Submit evaluation marks to the students	03/01/2026
	Final exam	

أستاذ(ة) الأعمال الموجهة:

الأستاذ(ة) المحاضر(ة):

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