

Two-year programme List of courses

| # | Name of course | Year/ semester | Credits | Yearly academic hours | Lecturer |
|-------------------------------------|--------------------------------------------------------------|----------------------------|---------|-----------------------------|--------------------------|
| A. Tourism & Hospitality | | | | | |
| 1 | Tourism and Globalization-Seminar | 1 / A | 4 | 2 | Prof. Alon Gelbman |
| 2 | Managing International Religious Heritage Tourism | 1 / B | 2 | 1 | Dr. Hila Zaban |
| 3 | Innovation and Creativity in Tourism | 1 / A | 2 | 1 | Dr. Orit Unger |
| 4 | Tourism Crises Management and Resilience | 2 / B | 2 | 1 | Dr. Eran Keter |
| 5 | Marketing Research and Consumer Behavior Analysis | 2 / A | 2 | 1 | Dr. Eran Keter |
| 6 | Digital Marketing Management of Tourism and Hospitality | 2 / B | 2 | 1 | Dr. Eran Keter |
| B. Strategic Management | | | | | |
| 7 | Strategic Management in Tourism and Hospitality Industry | 1 / A | 2 | 2 | Dr. Dalia Zelikovich |
| 8 | Operations Research Applications in Tourism | 1 / B | 2 | 1 | Prof. Hezi Israeli |
| 9 | Data Analysis and Decision Making in Tourism and Hospitality | 2 / A | 2 | 1 | Prof. Hezi Israeli |
| 10 | Final Project - Strategic Management in Tourism | 2 / A | 4 | 2 | Prof. Alon Gelbman |
| 11 | Revenue Management in Tourism and Hospitality | 2 / B | 2 | 1 | Dr. Dalia Zelikovich |
| C. Elective courses | | Academic discipline | | | |
| 12 | Global trends in alternative tourist accommodations | Tourism & Hospitality | 2 | 1 | Dr. Orit Unger |
| 13 | Tourism Management in Global Cities | Tourism & Hospitality | 2 | 1 | Prof. Alon Gelbman |
| 14 | Aviation Policy and Economy in a Global Era | Tourism & Hospitality | 2 | 1 | Dr. Uzi Freund-Feinstein |
| 15 | Social and Environmental Conflict Resolution in Tourism | Strategic Management | 2 | 1 | Dr. Hila Zaban |

| # | Name of course | Year/ semester | Credits | Yearly academic hours | Lecturer |
|----|--------------------------------------------------------------------------|-----------------------|---------|-----------------------------|----------------------|
| 16 | The Global Hospitality | Tourism & Hospitality | 2 | 1 | Dr. Ronen Shay |
| 17 | Tourism in Developing Countries | Strategic Management | 2 | 1 | Prof. Alon Gelbman |
| 18 | From Vision to Reality: Developing & Implementing a Hospitality Business | Tourism & Hospitality | 2 | 1 | Mr. Michael Schwartz |

ABSTRACTS OF COURSES OFFERED IN 2024-2025

Tourism and Globalization- Seminar:

The seminar will outline the relationships between tourism and globalization. It will explore the nature of globalization and identify some of the processes facilitating greater global interconnectedness. The subject will also address the relationship between tourism and globalization in each one of the following areas: economic, political, and social.

The Global Hospitality Industry:

The course will discuss the global influence of the economic, political, and environmental issues in the hospitality industry. It will concentrate on general principles, techniques, concepts, of hotel operations and management. Students will examine the mechanisms employed in the management and operation. The course will address the global trends in food and its influence on the hospitality industry. A closer look at the "real world" styles of international hotels management.

Managing International Religious Heritage Tourism

This course introduces students to the key concepts of heritage, including authenticity, nostalgia, political contestation, the heritagization of ordinary landscapes and places, and dark heritage. It describes the supply and demand elements of heritage tourism in the context of all types of cultural heritage. The course also specifically examines pilgrimage/religious tourism as an important part of heritage tourism. Understanding the religion and all of its material culture and intangible heritage (e.g. buildings, holy sites, beliefs, practices, pilgrimages, etc.) are an important part of human heritage and a significant form of tourism in many parts of the world. The course will examine the impacts, outcomes, and management of religious tourism within the context of heritage tourism.

Tourism Crises Management and Resilience:

In recent years, crises have become a familiar problem for a growing number of tourist destinations. In this turbulent era, having a crisis is not a question of "if" but a question of "when" and "how prepared will we be". The course aims to provide essential knowledge on crises in the tourism industry, educate the participants on the various tasks and missions of pro-active crisis management, and guide the students in creating a crisis management manual.

Marketing Research and Consumer Behavior Analysis:

The course provides an overview on marketing research and consumer behavior analysis in tourism. The course's focuses on three core issues: introduction to marketing research and its critical role in tourism development, management and marketing; key models and issues in analyzing the fundamental environments of the destination/ organization, the consumers and the competitors; and gaining an in-depth understating in the market research methods of survey, focus groups and ethnographic. The course is aimed to enhance the understating of market research in tourism and hospitality, and provide practical tools for managing and analyzing research for organizations and destinations.

Digital Marketing Management of Tourism and Hospitality:

Marketing is a critical component for the tourism and hospitality industries, linking the tourism supply and demand systems. In recent years, the landscape of marketing has changed dramatically, resulting from new communication technologies and platforms. Such changes include the dominance of online search engines, social networks, and social media marketing, and the role of smartphones and mobile marketing. The course aims to provide essential knowledge on digital marketing in the digital society, educate the participants on the various tasks and missions of contemporary marketing, and guide the students in creating a digital marketing strategy.

Strategic Management in Tourism and Hospitality Industry:

Understanding the fundamental concepts in strategic management in general and specifically in tourism and hospitality businesses. Analysis the business, competitor analysis, external and internal strategy and the relationship of between the organization and the competitors. The students should be able to develop and implement a strategic plan, considering social responsibility, environmental aspects and should be able to assess the economic and market added value of the implemented strategy.

Operations Research Applications in Tourism:

Operations Research (OR) is a science of modelling and optimization by using scientific approaches to decision-making. Through mathematical modeling, it seeks to design, improve and operate complex systems in the best possible way. The aim of the course is to provide basic insights of the optimization process as a supporting tool for managers in decision-making. The course illustrates the principal techniques and their application in the different tourism sectors, including the hotel industry and aviation.

Data Analysis and Decision Making in Tourism and Hospitality:

Efficient decisions in the tourism industry are based on information inferred through valid and clean data. Sources of data can be derived from official statistical reports or visitor surveys (from national to site level). This course is designed to provide students with the necessary tools for analyzing, interpreting and presenting data needed for tourism business decisions. A variety of statistical tools will be examined that can be used to assist managers in the decision making process. The course combines teaching and seminars in the computer lab with group work on statistical packages. By the end of the course students will be able to utilize data through appropriate statistical tools and spreadsheet software to achieve the most confident decision.

Final Project - Strategic Management in Tourism:

The final project is a summarizing paper – in scope bigger than a seminar paper but smaller than a thesis. The project paper is the student's final graduation requirement. The objective is to analyze, research, and develop a tourism issue concerning one of the topics discussed in the program (Strategic Management in the Globalization Era). The student is required to formulate a research question or problem, which will serve as a basis for the paper, and will guide the direction of investigation or inquiry.

Revenue Management in Tourism and hospitality:

Revenue Management, also known as yield management, is an essential practice in different industries aimed to maximize particular firm revenue. Revenue management was initially developed by the airline industry, and has extended to its current state as a common business practice in a wide range of industries. Each industry also has specific characteristics that determine the practical aspects of revenue management. This goal of this course is to identify and evaluate the revenue management principles, practices, and techniques applied by hotels. The course includes theoretical framework of hotel revenue management as a concept, analyses, and various other tools in the hoteliers' arsenal.

Aviation Policy and Economy in a Global Era:

The air transportation industry is highly regulated as well as capital and employment intensive, with global operations and effect on the tourism industry. This course will provide the students with knowledge regarding policy, regulatory and economic issues of the air transportation industry from a global perspective outlining the complexity of this industry.

Innovation and Creativity in Tourism:

Innovation is the key to the survival of tourism destinations and businesses in a competitive global environment. Therefore an understanding of the nature of knowledge, entrepreneurship, technology, and knowledge management, which determine and facilitate or hinder innovation in tourism is important. Therefore, the module aims to enable students to: Understand the nature and importance of knowledge and learning among stakeholders and innovation in the tourism industry; critically discuss the facilitators of and obstacles to knowledge exchange and innovation; understand the contribution of different agents and agencies to innovation, including tourists, entrepreneurs, organizations, and local and national bodies; examine how knowledge is managed and transferred between and within organizations; critically evaluate the impacts of particular tourism innovations and policies on both individual organizations and on tourism destinations

Social and Environmental Conflict Resolution in Tourism:

This is an advanced course designed to achieve assessments of different conflicts in relations between tourism, the environment and the community. The course will familiarize students with definitions and basic principles of conflict management and solution. Students will gain practical experience using simulation games and acquire in-depth knowledge and analytical skills relating to factors, interested parties and possible solutions of tourism conflicts. They will also carry out conflict assessments for existing tourism conflicts (in teamwork).

Tourism Management in Global Cities:

This course will cover the multifaceted aspects of urban tourism in global cities. The process and development of urban tourism and issues relating to urban destination management will be analyzed and discussed. Students will learn about the factors which influence the development of urban tourism in global cities and make the uniqueness of the destination. There is also emphasis on issues related to urban attractions, logistics of tourism flow, and other specific micro aspects which construe urban tourism management and development.

Global trends in alternative tourist accommodations:

Accommodations are a key component of tourism as all travellers need a place to stay. While hotels are the most popular and recognized sort of lodging in the modern era, there are many other kinds of accommodation that have emerged in recent decades to suit traveller's different needs and desires. The current course focuses on the nature of global and local trends that advantage the prosperity of alternative accommodations. In this framework, the course addresses various theoretical concepts alongside global statistics and examples.

From Vision to Reality: Developing & implementing a hospitality business

This course will train you in the art of envisioning and building a successful model for a business. We will review the different strategies, practice innovative thinking and how to monitor and learn from the results. The course topics are: Vision and model – building the model for the chosen business; Market research + BI – understanding the business surroundings (business intelligence); From model planning to execution – planning the steps of constructing the business; Market mix and market share – identifying the relevant markets to the business in planning; Pricing – yield management; Branding – naming and positioning; The wind of change – innovation and adaptation; Tour in Tel Aviv's chosen projects.