

The Department of Tourism and Hotel Management

2018-2019

The Department of Tourism and Hotel Management

Head of department

Dr. Alon Gelbman

Head of the MA program

Prof. Yechezkel Israeli

Faculty Members

Prof. Yechezkel Israeli, Prof. Haim Aviram, Prof. Joseph Yagil, Dr. Alon Gelbman, Dr. Eran Ketter, Dr. Uzi Freund-Feinstein,

Professional Lecturers

Prof. Eli Cohen, Dr. Dalia Zelikovich, Dr. Merav Saker, Dr. Yariv Itzkovich, Mr. Ronen Shay

Coordinator of the Department

Ms. Stav Rubinshtein

Tel: +972-46653795

Fax: 077-5653795

Reception hours: Sunday through Thursday 9:30-12:00, 13:30-15:30

Email: Tourism@kinneret.ac.il

The goal of the school

M.A. in Tourism and Hotel Management

The program is a direct continuation of the BA program in Tourism and Hotel Management. Whereas the first degree develops knowledge and skills that lead to mid-management positions in the tourism and hotel industry, the second degree will provide knowledge and skills for top-level management in a global environment. The globalization era requires the appropriate training of top managers on a local level, and especially those who deal with management of international tourism and hotel systems, with a unique economic and business orientation. For this reason, most of the proposed courses open new directions. The program combines advanced research, planning, and management tools.

The MA in Tourism and Hotel Management program at the Academic Kinneret College in the Jordan Valley is designed to focus on strategies of tourism and hotel management that are suitable for the competitive and uncertain environment of an era of globalization and transnationalism. The program is designed to provide students with the tools and skills to manage global systems in tourism and hotel management such as international hotel chains, airlines, and international tour operators, and as such – is taught in English. Consequently, Israeli and foreign students from all over the world can study together, an advantage that can significantly boost multicultural and global discourse and cooperation.

Credits, courses, project

The program comprises 4 key components:

1. Tourism & Hospitality
2. Strategic Management
3. Economics & Finance
4. Elective courses

All of the courses are single-semester courses; frontal lectures (“lessons”) are two hours per week (2 credits), and seminar courses – one each year – are four hours per week (4 credits). In addition, each student must submit a supervised project paper (during the final semester) – also 4 credits. The total of required credits is 40 (equivalent to 20 annual hours), of which 28 credits are compulsory courses and 12 credits are electives. The 28 compulsory courses’ credits are divided as follows: 16 credits for lessons, 8 credits for seminars, and 4 credits for the final project.

The program also includes up to seven ‘completion’ courses (each two hours per week in one semester). These courses are designated for students with incomplete backgrounds from their B.A. degree. These courses do not grant credits. The requirement for completion courses is considered on an individual basis. Students must complete these courses before or during their first year in parallel to the M.A. courses.

Two-year program

#	Name of course	Year/ semester	Credits	Yearly academic hours	Lecturer
A. Tourism & Hospitality					
1	Tourism and Globalization-Seminar	1 / A	4	2	Dr. Alon Gelbman
2	The Global Hospitality Industry	1 / A	2	1	Prof. Eli Cohen/ Mr. Ronen Shay
3	Global Strategic Marketing in Tourism and Hospitality	1 / A	2	1	Dr. Merav Saker
4	Tourism Crisis Management and Conflict Resolution	2 / A	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- Seminar	1 / B	4	2	Prof. Eli Cohen
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 / B	4	2	Prof. Hezi Israeli; Dr. Alon Gelbman
C. Economics & Finance					
11	Revenue Management in Tourism and Hospitality	2 / B	2	1	Dr. Dalia Zelikovich
12	Global Economics	1 / B	2	1	Prof. Haim Aviram
13	Financial Management and Analysis	2 / A	2	1	Prof. Yossi Yagil
D. Elective courses		Academic discipline			
15	Competitive Strategies in Tourism	Strategic Management	2	1	Prof. Haim Aviram
16	Corporate Management, Mergers and Acquisitions	Strategic Management	2	1	Dr. Dalia Zelikovich
17	Innovation and Creativity in Tourism	Tourism & Hospitality	2	1	Dr. Eran Keter
18	Managing International Religious Heritage Tourism	Tourism & Hospitality	2	1	Prof. Dallen Timothy
19	Managing Tourism and Transportation in a Global Environment	Tourism & Hospitality	2	1	Prof. Hezi Israeli
20	Selected Issues in Investments and Financial Management	Economics & Finance	2	1	Prof. Yossi Yagil

21	Multinational Business Finance and Investment Feasibility	Economics & Finance	2	1	Prof. Yossi Yagil
22	Strategic Human Resource Management in Tourism and Hospitality** (see note on page 30)	Tourism & Hospitality	2	1	Dr. Yariv Itzkovich
23	Global Wine Business Management in Tourism and Hospitality	Tourism & Hospitality	2	1	Prof. Eli Cohen
24	Tourism Experience Management in a Dynamic Environment	Strategic Management	2	1	Prof. Hezi Israeli
25	Tourism in Emerging Markets and Developing Countries	Strategic Management	2	1	Dr. Alon Gelbman
26	Tourism Management in Global Cities	Tourism & Hospitality	2	1	Dr. Alon Gelbman

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.

Global Strategic Marketing in Tourism and Hospitality:

The course provides an overview of the unique aspects of Marketing for Tourism in the international business environment as well as the framework upon which multinational marketing management can be based. Emphasis will be placed on the role of the international tourism-marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political, and economic situations. The course also focuses on the decision-making processes in the areas of foreign market analysis, target identification, product planning and promotion, and global supply chains.

Tourism Crisis Management and Conflict Resolution:

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 netnographics. 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 – Seminar:

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 modeling 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.

Global Economics:

The course is directed to Master Degree students. The students will be instructed in the impacts of globalization on different aspects of the economy - microeconomic aspects as well as macroeconomic ones. Production, growth, public policy, and welfare economic impacts of globalization will be studied and discussed.

Financial Management and Analysis:

The objectives of this course are to provide students with advanced skills for achieving the following: read and analyze financial statements, conduct profit sensitivity analysis, make capital-budgeting decisions, comprehend the concepts of risk and return, acquiring basic concepts in corporate valuation, understanding the impact of the financial leverage, and compute a company's cost of capital.