

BMTP4004

Managing Tourism, Leisure & Events Organisations

Introduction to the Module

What is an Entrepreneur?

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Aims For Today



Introduction to the Module and the expectations going forward.



Explore tourism, leisure and events management



Think about behaviour at work using real experiences



Begin understanding why organisations succeed or fail

Who Am I?

Let me introduce myself...

HOSPITALITY
AND
TOURISM
MANAGEMENT



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QUICK REGISTER

**Please let me know if you
have a preferred name**



The Teaching Plan

The Assignments (t.b.c)

- Assessment 1: Individual assignment on leadership and change
- Assessment 2: Group case study on culture, leadership and management

You will be supported step-by-step for both.

ACTIVITY

Individually (5 mins):

Think about a job, event, attraction or leisure experience you've had.

- *One example of good management*
- *One example of poor management*

No organisation names needed.



ACTIVITY

In groups (10-mins):

Discuss what made them good or bad.

Identify key management behaviours/actions you noticed

Be ready to share your insights!



Let's Review

- What did good managers do?
- What behaviours caused problems?
- How did staff behaviour affect customers?

These ideas sit at the heart of this module.



**Most problems people
describe at work aren't
technical problems —
they're people and
management problems.**

What is Tourism, Leisure & Events Management?

- Managing people, not just places
- Coordinating services, experiences and customers
- Working with pressure, peaks and unpredictability
- Balancing customer satisfaction, staff wellbeing and profit



Introduction to Behaviour at Work

- People behave differently at work than at home
- Behaviour is influenced by managers, culture and systems
- Stress, motivation and leadership all matter
- Most workplace problems are behavioural, not technical



ACTIVITY

In groups, discuss: “Alton Towers – What Went Wrong?”

Alton Towers is one of the UK’s largest theme parks. In 2015, a serious ride incident damaged public trust and performance.

- *What behaviours may have contributed to the incident?*
- *What management decisions might be involved?*
- *Where do you think responsibility lies?*

There are no right or wrong answers at this stage.



ACTIVITY REVIEW

Discuss:

- *Was this about people, systems, or both?*
- *How might organisational culture matter here?*
- *Why is management so important in tourism and leisure?*

We'll return to this case later in the module.





- *Was this about people, systems, or both?*

“Accidents are organisational, not just individual”

- *How might organisational culture matter here?*

“Culture shapes what people think is normal, acceptable, or risky at work.”

- *Why is management so important in tourism and leisure?*

“Management decisions set the conditions for behaviour”

Organisational Behaviour in a snapshot!



What this module is really about!



- People at work
- How organisations are structured
- How managers and leaders influence behaviour
- Why some tourism & events organisations succeed and others struggle



Any questions?

Next week:

- Organisational Culture
- Why it matters and how it shapes behaviour in tourism and events organisations.

Thank you!

I look forward to seeing you next week, if you have any questions in the meantime please send me an email...

n.dyer@uwtsd.ac.uk

...(from your student email account ALWAYS!).

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