

**HOPS B8003: International Hospitality
Management**

Module Details	
Module Code:	HOPS B8003
Full Title:	International Hospitality Management APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	10
Module Owner::	Kevin Burns
Departments:	Unknown
Module Description:	The module provides a varied and stimulating programme of study that enables you to fully appreciate the diversity and complexity of global hospitality. It provides a structured and detailed examination of the international industry, and the principal environments and markets, in which business is developed and conducted. Moreover, it broadens and deepens the awareness of the issues and challenges typically encountered when applying hospitality management functions in an international context.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Define and describe the main objectives and current challenges of the hospitality industry.
MLO2	Apply the different management tools and techniques for successful hospitality management
MLO3	Describe and explain the ways that recent associated industry trends, technology and information management developments have affected the Domestic and International Hospitality Industry.
MLO4	Apply principles and practices to propose a sound competitive strategy within the Hospitality Industry
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Nature and characteristics of international hospitality Political, economic, socio-cultural, technological, ecological and regulatory environments in which international hospitality takes place.	
Determinants of international hospitality supply and demand. Determinants of international hospitality supply and demand.	
Market structures and competitive frameworks. Policy development. Alternative internationalisation modes and frameworks pertinent to hospitality organisations.	
International hospitality in industrial and developing countries. n/a	
Marketing international hospitality. Cultural issues for hospitality operators Marketing international hospitality. Cultural issues for hospitality operators.	
Trends in international hospitality. n/a	
Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Continuous Assessment	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Tutorial Activities and Facilitation For each seminar during the semester you are required to complete the tutorial preparation for the topics and actively contribute to seminar discussions. This will be assessed by a set of weekly focus questions, which will be posted on moodle the week before the seminars take place weeks 3-11.			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,4
Duration in minutes	0		
Assessment Description n/a			
Reassessment Requirement			
A repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	This module will facilitate learning through a combination of lectures, case studies, group work. The theoretical elements will be taught in lectures and related to practical issues and cases discussion in seminar and online discussion forums	Every Second Week	1.00	2
Lecturer-Supervised Learning (Contact)	Contact	Seminars will be used to facilitate the case studies and group work. Case studies will be used to simulate hospitality decision-making problems. Seminars based on international case studies and course resources drawn from a variety of international contexts. Students taking this module should expect to become more global in outlook and as a result enhance their employability in the domestic and international hospitality industry.	Every Month	0.50	2
Online Contact	Contact	Social Learning - Discussion forums and interest groups • Profiles and networking	Every Second Week	1.50	3
Directed Reading	Non Contact	Readings as directed – to supplement lecture notes	Every Week	3.00	3
Independent Study	Non Contact	Learners will be required to review material covered in lecturers and research the online environment.	Every Week	3.00	3
Total Weekly Learner Workload					9.00
Total Weekly Contact Hours					3.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Knowles, Tim... (2005), The globalization of tourism and hospitality :a strategic perspective /Tim Knowles, Dimitrios Diamnatis and Joudallah Bey El-Mourhabi., 2nd. Continuum, London :, [ISBN: 1844800466].

Fevzi Okumus, Levent Altinay, Prakash K. Chathoth. (2010), Strategic Management for Hospitality and Tourism, Routledge, [ISBN: 978-0-7506-6522-3].

Ahmed Hassanien, Crispin Dale, Alan Clarke, Michael W. Herriott. (2010), Hospitality Business Development, Routledge, [ISBN: 978-1-85617-609-5].

Supplementary Book Resources

Bob Brotherton.. (2003), The international hospitality industry :structure, characteristics and issues ., Butterworth-Heinemann, 2003..., [ISBN: 0750652950].

Alan Clarke and Wei Chen. (2007), International Hospitality Management: concepts and cases, Butterworth-Heinemann, [ISBN: 978-0750666756].

Enz, C.A. 2010.. (2010), Hospitality Strategic Management: Concepts and Cases., 2nd ed.. John Wiley & Sons., New Jersey, [ISBN: 9780470399286].

This module does not have any article/paper resources

Other Resources

website, www.sciencedirect.com.

website, www.academia.edu.

website, www.cabdirect.org.

website, www.emeraldinsight.com.

website, www.hotelschool.cornell.edu.

website, www.hospitalitynet.org.

website, www.hotelexecutive.com.

website, www.hotel-online.com.