

MODULE DESCRIPTOR

MODULE TITLE	INTERNATIONAL HOSPITALITY MANAGEMENT		
MODULE CODE	TL1089 (L4)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To enable students to understand the scale and scope of the international hospitality industry. It will also enable students to appreciate and analyse the characteristics of the industry with a focus on accommodation, food and beverage products within an international context.

MODULE CONTENT

- A general introduction to the international hospitality industry: historical developments, sectors and current trends
- Structure and characteristics of the hospitality product: hotels, restaurants, contract catering, casinos, cruise ships, and resorts.
- The significance of the hospitality industry both domestic and international
- The 'value' of the hospitality sector to the region and the economy
- Hospitality awards and accolades
- The role of food and drink in an international context with a focus on social cultural perspectives of food and drink choice.
- The role of Front of House and Accommodation services
- Role of reservations and forecasting.
- Front office systems and technology
- Yield and capacity management for the hospitality manager
- The role of housekeeping the 'forgotten service'
- Measuring front office and accommodation performance.
- Security and control issues in front office and accommodation
- Service excellence in hospitality
 - Contemporary and innovative techniques of accommodation and venue provision.
 - Hospitality law
 - Sustainable and environment issues in hospitality:
- Current and topical issues in hospitality

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Identify and analyse the nature and scope of the international hospitality industry
2.	Illustrate a broad knowledge of the key areas in the hospitality sector
3.	Apply basic theoretical approaches to a number of hospitality-based issues.

TEACHING METHODS

This module will be delivered at the Cyprus campus by a two hour lecture/workshop throughout the year where issues relating to the international hospitality industry will be introduced. Each lecture and associated tasks along with background material will be available on-line and students will be directed to specific academic papers to supplement their learning. Guest speaker from the hospitality sector in Cyprus will be invited in to speak to the students to give context and currency to the module. In addition to this at least one industry visit will be undertaken. The first assignment helps to develop secondary research and essay writing skills by exploring the scope of the sector. The second assignment focuses on developing presentation skills and summarising key issues pertinent in the presentation.

A series of Combined Lectures and Seminars are presented throughout the year and are designed to highlight key issues in the topic and will focus on the application of the concepts to the real world of work and employment. In addition to this, students will be invited to attend tutorials and external visits and complete a range of e-learn activities.

ASSESSMENT METHODS

This module is assessed through an essay (50%) and a presentation (50%).