

MODULE DESCRIPTOR

MODULE TITLE	MANAGING FOR STRATEGIC SUCCESS IN TOURISM		
MODULE CODE	TL3050 (L6)	CREDIT VALUE	20 / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module will critically explore the theory and practice of corporate and business strategy and its role in contributing to success in Hospitality, Tourism and Events (TH&E) organisations and the industries within which they operate both in the UK and internationally. This will develop within the students, analytical skills which will enable them to focus on areas of good practice and explain how firms are using particular strategies to successfully compete and address domestic and international strategic issues.

MODULE CONTENT

The strategic position of TH&E sector organisations
 Modelling strategic decision making
 Environmental analysis.
 Vision, Mission & Values in the cultural context of TH&E
 Competitive advantage and analysis
 Strategic change management
 International strategy – global considerations of the TH&E industries
 Strategic alternatives and implementation in TH&E
 Leadership and strategic management within a service sector context
 Strategic evaluation, failure, consolidation and recovery strategies

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	critically evaluate the relationship between strategic analysis, choice and implementation in the strategic management process in TH&E.
2.	critically analyse the TH&E business environments and relate strategic capability and competitive advantage to future strategic directions.
3.	critically consider strategic options and evaluation criteria for TH&E organisations.

TEACHING METHODS

The module will be delivered by a keynote lecture followed by student-led seminars and workshops. In addition to these formally scheduled hours, students will be encouraged and expected to undertake supplementary reading and research. During seminars, students will be encouraged to prepare for the discussion and debate of key concepts related to Hospitality, Tourism and Events.

Seminars and workshops will consolidate lecture topics through presentations, case study analysis and industry-based investigations. In addition, students will participate in exercises that will develop their understanding of key stages in the strategy process; their participation will be through the formation of management groups with the task of critically reviewing and advising organisations within their given environment. The module will be enhanced by guest lectures from industry practitioners wherever possible.

The module is assessed by two summative pieces of coursework which will test students' ability to apply theoretical concepts to practical scenarios within TH&E. Formative feedback and guidance will support the students' learning during their production.

ASSESSMENT METHODS

This module is assessed through a Self-Filmed Presentation (35%) and a report (65%).