

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO HOSPITALITY AND TOURISM OPERATIONS		
MODULE CODE	TL1104 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The aim of this module is to provide students with an introduction to the hospitality and tourism sector within a global context. The module will enable students to understand the operational characteristics involved in managing a hospitality and tourism operation.

MODULE CONTENT

Indicative syllabus content:

Introduction to the hospitality and tourism Industry
 The history of hospitality and tourism sector
 The current structure of hospitality and tourism industry in a global context
 The hospitality and tourism product: areas may include, hotels, restaurants, bars, conference venues, tour operators, travel agents, cruise operations, attractions, timeshare and airlines operators
 Managing hospitality and tourism operations: front office, accommodation, food and beverage and conference and banqueting
 Managing resources in hospitality and tourism: human resources, finance, marketing, materials
 Managing facilities in hospitality and tourism operations
 Managing health, safety and security within hospitality and tourism operations
 Careers and destinations within hospitality and tourism
 Key issues and trends in the hospitality and tourism sector

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Describe the nature and range of the hospitality and tourism industry.
2. Explain operational principles and techniques.
3. Apply operational management principles and techniques to examples of hospitality and tourism.

TEACHING METHODS

This module will utilise a combination of lectures, seminars and workshops. The seminars and associated research will be used to facilitate the development of students' understanding of hospitality and tourism operations and their ability to analyse operational techniques. Guest speakers will enable students to further appreciate the hospitality and tourism sectors. Additional learning resources will be available on E-Learn.

ASSESSMENT METHODS

This module is assessed through one Individual Essay and one Group presentation.