

MODULE DESCRIPTOR

MODULE TITLE	INTERNATIONAL CASES IN HOSPITALITY AND TOURISM		
MODULE CODE	TL3051 (L6)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to provide students with an opportunity to engage in critical analysis around contemporary tourism and hospitality themes, issues, and consequences. The module aims to ensure students understand real-world linkages between conceptual issues and empirical application, with a particular focus on the tourism and hospitality sector. Ultimately, the module adopts transdisciplinary case study approaches in order to develop both conceptual awareness and practical solutions to a diverse range of local, national, and international tourism and hospitality sector issues.

MODULE CONTENT

Indicative syllabus content:

The module curriculum will focus on the process and approach to case study analysis; the importance of a clear theoretical perspective; as well as consideration of theoretical paradigms and the nature of argument.

The module content will draw upon current thinking and research, and will incorporate up-to-date industry trends and examples, however, as an indicative guide, the list below provides for suggested topic areas. The module is student led and case studies explored will be shaped by the tutor and the student group and may include, but are not limited to:

- Cross cultural management and managing a diverse workforce
- Strategic approaches to the management of a hospitality/tourism business.
- Hospitality and tourism marketing and branding
- Operational management issues in hospitality and tourism
- Strategic approaches to the management of a hospitality/tourism business.
- Tourism and hospitality ethics: a moral relativity?
- Emerging markets for hospitality and tourism
- Terrorism and the implications for hospitality and tourism
- Tourism and hospitality and Corporate Social Responsibility
- Tourism and hospitality education and research
- Food for Thought' – Gastrotourism
- Tourism / hospitality and economics
- Social media, blogging and : a strategic perspective for hospitality and tourism managers
- Emerging niche hospitality/tourism products and market
- Planning & Development for the future of the tourism & hospitality industries
- Hospitality / tourism and the environment
- Technologies shaping the hospitality and tourism landscape
- Volunteering in the tourism & hospitality industries

INTENDED LEARNING OUTCOMES

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

1. Critically evaluate contemporary hospitality and tourism issues from a transdisciplinary perspective whilst appreciating the importance of theory in the analysis of practical problems.
2. Demonstrate an ability to theorise a range of existential issues within the visitor economy and offer pragmatic real-world solutions to the hospitality and tourism sector.
3. Critically appraise a diverse range of local, national, or international themes, issues, and consequences in relation to contemporary hospitality and tourism business management.

TEACHING METHODS

This module will be delivered on campus by a lecture/workshop session each week supported by an additional guided learning hour which may include individual tutorials and on-line activities. Students will be expected to undertake supplementary reading and research in preparation for seminar discussions which will be student led. Selected articles and reports will be made available on-line but students will also be expected to source relevant material for themselves. Students will also be encouraged and enabled to engage in meaningful debate associated with chosen topic areas and case studies. This approach supports the continued development of students' independent research skills and facilitates critical thinking and analysis. Guest speakers from the international hospitality and tourism sector will also be invited to attend and contribute through the discussion of contemporary issues and cases pertinent to their organisation.

ASSESSMENT METHODS

This module is assessed through one Work in Progress Presentation and one Case Study Report.