

MODULE DESCRIPTOR

MODULE TITLE	GLOBAL HOSPITALITY, THEMES AND BRANDS		
MODULE CODE	TL4015 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

To provide the students with a critical understanding of international hospitality and the concepts, applications and challenges relating to contemporary practices in hospitality.

MODULE CONTENT

Indicative syllabus content:

- Globalisation and the international hospitality industry. The international hospitality environment
- Strategic planning and international hospitality enterprises focusing on gaining a competitive advantage
- National and corporate culture and the management implications
- International human resources management: managing diversity within a hospitality context
- International marketing and brand management of the international hospitality product
- Overall perspectives of the experience economy and current development in theming the international hospitality product
- Consumer behaviour and response in the international hospitality industry. The new means of consumption focusing on implosion, time and space
- Managing social responsibility in international hospitality and contemporary hospitality themes

INTENDED LEARNING OUTCOMES

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

1. Critically appraise the competitive environment facing the international hospitality manager and examine strategies they could undertake to gain a competitive advantage.
2. Critically review the practice of international hospitality management in a context of cultural diversity.
3. Formulate problem solving techniques to areas and issues that they are likely to face as international hospitality managers.

TEACHING METHODS

This module will be taught in one semester through a balance of lectures and seminars (these are sometimes combined as a workshop, depending on the topic) and case-work. The face-to-face delivery takes places on the main campus, with some sessions delivered in the computer rooms, so each student has got access to a computer.

ASSESSMENT METHODS

This module is assessed through a discussion board and an examination.