

MODULE DESCRIPTOR

MODULE TITLE	INTERNATIONAL ISSUES IN HOSPITALITY		
MODULE CODE	TL2011 (L5)	CREDIT VALUE	20 / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To raise students' awareness of current issues affecting the international hospitality sector at operational management and organisational level. To provide opportunities for analysis and discussion of relevant concepts and cases.

MODULE CONTENT

Geographical dimensions of international hospitality operations and the changing character of the multinational hospitality firm.

Political and economic structures of major regions of the world and their relevance to the hospitality provider.

Cross cultural management. Cultural dimensions, culturally diverse teams and the implications for operations management at unit level within the home country and overseas.

The processes of internationalisation and international business arrangements - joint venture, franchises, management contracts and consortia.

Human resource issues in cross-cultural hospitality enterprises – centricity, corporate policy and local practice, expatriate managers, culture shock and training.

International hospitality marketing and branding. The international hospitality consumer and service quality issues.

The international hospitality industry and the environment. Hotel development, design and ethics.

Contemporary international hospitality issues.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Discuss and evaluate the main issues facing hospitality businesses operating in an international environment
2.	Examine key concepts and contemporary cases pertinent to international hospitality business operations and management

TEACHING METHODS

This module will be delivered at the UCLAN Cyprus campus by a lecture/workshop where specific issues relating to International Hospitality Management will be examined from a theoretical and operational perspective. Background material will be made available through the on-line portal (Blackboard) but students will also be referred to core texts and academic journals to supplement their learning. To provide currency and contextualisation of the issues examined, guest speakers from the hospitality sector will be invited to contribute and site visits will be included where possible. The first, individual assessment helps to develop secondary

research and analytical skills by requiring students to examine a selected issue pertinent to operational managers in International Hospitality. This assignment also provides an opportunity for students to apply theory to practice, building essential skills for their future studies and career in the sector. The second assessment requires students to prepare for and lead a group discussion on a selected topic and produce a supporting hand-out summarising the key points raised in the discussion.

Initially, key concepts, case studies and contemporary international hospitality sector reports will be presented and then examined through in class discussions and activities. Guest speakers and site visits allow for contextualisation and currency of the issues being reviewed. Subsequently students will prepare and lead group discussions on selected topical issues. This approach aims to provide both the essential underpinning knowledge and also opportunities for research, analysis and consideration of alternative viewpoints through group work. Communication and team working skills therefore continue to be developed in the module. Additionally, this helps to build confidence in preparation for leading the assessed group discussions. Furthermore, the final assignment allows for effective summarising of key points, thus developing essential business reporting skills.

ASSESSMENT METHODS

This module is assessed through an essay (50%) and a Discussion with supporting hand-out (50%).