

Module	International Hospitality Management
Course code	BAIHH-IHMN
Credits	10
Important notes	This module is available for year abroad students only.
Allocation of marks	40% Continuous Assessment 60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Describe the composition, size, and growth of the international tourism, hospitality and travel industries.
2. Present examples of the various types of international hospitality service providers within the lodging and food and beverage sectors.
3. Explain the fundamental operational principles associated with lodging/accommodation and food and beverage operations.
4. Discuss the cohesive nature of international tourism, hospitality and travel businesses.
5. Communicate effectively with their peers and others about relevant module topics.
6. Interpret the factors affecting the international recreation, leisure, gaming, and conference and events sectors.
7. Discuss the key concepts of management and leadership within the international Hospitality industry.
8. Examine the necessary management and leadership skills required by international hospitality managers.
9. Demonstrate professional commitment to gaining relevant management theory to support your learning.
10. Describe the key management principles of international hospitality management

Module Objectives

The diverse and complex nature of International Hospitality Management is examined in this module. Learners are introduced to the basic structure and functioning of hospitality service organisations. The module is presented in the context of the international organisational environment and aims to help the learner understand the dynamics of the global hospitality industry.

The module aims:

- To examine the diverse nature of international hospitality industry management by building on a range of related modules and on the learners' experience of industry
- To develop the learners understanding of the structure of the international hospitality industry

- To introduce the learners to additional sectors of the industry such as recreation, gaming and leisure, conference and events, as well as to the key principles of hospitality management.

Module Curriculum

Semester One

Industry Overview:

- The International Hospitality Industry
- The Business of Tourism
- The Impacts of Tourism

Lodging/Accommodation Operations:

- The International Hotel/Lodging Business
- Room Division Operations
- The Cruise Line Business.

Foodservice Operations:

- The Restaurant Sector and Restaurant Operations
- Managed Services
- Trends and Developments in Food and Beverage Operations.

Semester Two

Recreation, Leisure and Gaming

- Recreation, leisure and wellness
- Gaming Entertainment.

Conferences and Events

- The Development of the Conference and Event Sector
- Classification of Conferences and Events.
- Skills and Abilities for event management.

Managerial Areas of the Hospitality Industry

- Leadership and Management
- Organisational Planning
- Organisational Organising
- Communication and Decision Making.