

## *Introduction to the International Hospitality Industry*

### **Intended Module Learning Outcomes**

On successful completion of this module learners will be able to:

1. Describe the composition, size, and growth of the international tourism, hospitality and travel industries
2. Give examples of the various types of international hospitality service providers within the lodging and food and beverage sectors.
3. Identify the factors affecting the international hospitality service industry.
4. Explain the fundamental operational principles associated with lodging/accommodation and food and beverage operations.
5. Explain the cohesive nature of international tourism, hospitality and travel businesses.
6. Examine the key sectors of the international hospitality industry.
7. Present relevant information and terminologies applicable to the lodging/accommodation and food and beverage sector.
8. Communicate effectively with their peers and others about relevant module topics.

### **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 explore wider issues of internationalisation, globalisation, and cultural change.

## **Module Curriculum**

### **Industry Overview:**

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

### **Lodging/Accommodation Operations:**

- The International Hotel Business – Development and Ownership
- Room Division Operations
- Resorts, Timeshares and Condo-Hotels
- The Cruise Line Business.

### **Foodservice Operations:**

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