

MODULE: INTRODUCTION TO INTERNATIONAL HOSPITALITY MANAGEMENT (course code BAIHH-IHM1)

Griffith College Dublin – International Hospitality Management

Fall Semester

This module has no pre-requisites.

Overview and Aims

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 allow learners to develop an understanding of the structure of the international hospitality industry
- To explore wider issues of internationalisation, globalisation, and cultural change.

Module Content

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.