

**MODULE: INTRODUCTION TO INTERNATIONAL HOSPITALITY MANAGEMENT**

**Code:** BAIH-1-1-09  
**Unit Title:** Introduction to International Hospitality Management  
**Stage:** 1  
**Semester:** A1  
**Themes:** Business Environment  
**Number of Credits:** 4 semester credits / 6 quarter units

**INTRODUCTION**

The varied forms and complex nature of International Hospitality Management are presented in this module. Students are introduced to the basic structure and functioning of hospitality service organisations. The module is presented in the context of the international organisation environment and aims to help the student understand the dynamics of the global hospitality industry.

**AIMS**

- To examine the diverse nature of international hospitality management by building on a range of related modules and on the students' experience of industry.
  - To allow students to develop an understanding of the structure of the international hospitality industry.
  - To explore wider issues of internationalisation, globalisation and cultural change.

**LEARNING OUTCOMES**

On completion of this module successful students will be able to:-

- Describe how businesses in the international hospitality industry are affected by changes in legislation, economics, competition, entry barriers, etc. and the resultant strategic impact on business.
- Explain the composition, size and growth of international tourism and lodging.
- Identify the factors affecting international hospitality service industry expansion.
- Summarise the problems and concerns associated with multi-national operations.
- Identify the positive effects of cultural diversity in the workplace and to describe how the considerations it raises are best managed.

**SYLLABUS**

Overview and Historic Perspective

- Globalisation, tourism and the lodging sector.
- The emergence and structure of international hospitality services
- Political aspects impacting on international hospitality services

## International Hospitality Service Investment, Development and Agreements

- Financing international hospitality services
- The decision to go global
- Developing an international project for hospitality services
- International contracts and agreements

## Human Resources and Cultural Diversity

- Understanding cultural diversity within international hospitality services
- Selecting and preparing people for the delivery of international hospitality services
- Managing international human resources

## International Hospitality Service Operations

- Special considerations in managing international hospitality operations
- International classification and standards of international service operations

## Global Competition and the Future

- The trends in global competition
- The international hospitality industry in the 21<sup>st</sup> Century

## **WORKLOAD**

Contact:	60 hours
Directed Learning:	15 hours
Independent Learning Time:	45 hours

**Total** **120 hours**