

<b>Module Code:</b>	BUS631
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<b>Module Title:</b>	Contemporary Issues in Hospitality Management
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<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N211
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	24
Guided independent study	176
Placement	0
<b>Module duration (total hours)</b>	<b>200</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 29/06/2018

Version no:3

With effect from: 20/09/2020

Date and details of revision:

Version no:

## Module Aims

The aim of this module is to identify and analyse some of the key contemporary issues that are pertinent to the Hospitality sector. The course content will focus on those issues that are deemed to be the most significant for this sector at the time of teaching.

Each year three key issues will be explored on the module, one from each of the following themes: Technology, Global hotel brands, Country culture and Hospitality, Sustainability, Human Resources, New Trends in Hotel Design and Operational Management.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Undertake appropriate and selective research in the hospitality industry	KS6	
2	Critically analyse a range of key contemporary issues affecting the Hotel sector	KS1	KS5
		KS6	
3	Critically evaluate how the global and national hotel brands impact on the tourism sector	KS1	
		KS5	
		KS6	
4	Critically analyse the development of ethical and sustainable practices in hospitality, in an international context	KS1	
		KS5	KS7
		KS6	
5	Debate the complex cultural and sociological issues raised by the development of the hospitality industry in new tourism destinations	KS1	
		KS6	
		KS7	

**Transferable skills and other attributes**

- Written skills
- IT skills
- numeracy
- study & research skills
- problem solving
- analytical skills

**Derogations**

None

**Assessment:**

Indicative Assessment Tasks:

**Indicative Assessment One:**

Portfolio of research that includes information and materials compiled by the student throughout the course, as well as a critical summary of the research that has been collected.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-5	Portfolio	100%		4,000

**Learning and Teaching Strategies:**

This module will be delivered through a combination of lectures and tutorials for in-depth discussions and group work. Use will be made of case studies as appropriate. Field trips to hotels will be conducted.

Tutorials for this course will be structured around material identified by students from their own research and wider reading and this will be assessed through the compilation by students of a portfolio of materials they have collected throughout the module, along with an analytical commentary written by the student.

**Syllabus outline:**

This module will serve as a forum for the discussion of hospitality management issues:

1. Hospitality trends and predictions
2. Global hotel brands and the impact on the host communities
3. Trends in the design and type of hotels as a dynamic phenomenon, influenced by global events and tourism demand

4. Contemporary issues from the hospitality industry will be explored in lectures to include at least three topics, including one from each of the areas of
  - 4.1. Global Hotel Brands
  - 4.2. Country Culture and Hospitality
  - 4.3. Sustainability
  - 4.4. Human Resources and Cultural Issues
  - 4.5. Human Trafficking
  - 4.6. New Trends in Hotel Design

### **Indicative Bibliography:**

#### **Essential reading**

Sharpley, R. (2018), *Tourism, Tourists and Society*. 5th ed. Routledge.

#### **Other indicative reading**

Clarke, A. and Chen, W. (2015), *International Hospitality Management*. 2nd ed, London: Routledge.

Jauhari, V. (ed.) (2014), *Managing Sustainability in the Hospitality and Tourism Industry: Paragigms and Directions for the Future*. Apple Academic Press.

Liburd, J., Carlsen, J. and Edwards, D. (eds.) (2013), *Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Analysis*. Tilde Publishing.

Sloan, P., Legrand, W. and Chen, J.S. (2013), *Sustainability in the Hospitality Industry*. 2nd ed. London: Routledge.

Hepburn, S. and Simon, R. (2013), *Human Trafficking around the World: Hidden in Plain Sight*. Columbia University Press.

#### **Journals**

Annals of Tourism Research

Tourism Management

Journal of Travel Research

International Journal of Hospitality Management

International Journal of Contemporary Hospitality Management

Journal of Hospitality and Tourism Management

#### **Websites**

[Chartered Management Institution](#)

[Institute of Hospitality](#)

[www.institutueofhospitality.co.uk](http://www.institutueofhospitality.co.uk)

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