Module specification

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Module code	BUS690
Module title	Contemporary Issues in Hospitality Management
Level	6
Credit value	20
Faculty	SLS
Module Leader	Marcus Hansen
HECoS Code	100101
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) International Tourism & Hospitality Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**24** hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

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.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Undertake appropriate and selective research in the hospitality industry
2	Critically analyse a range of key contemporary issues affecting the Hotel sector
3	Critically evaluate how the global and national hotel brands impact on the tourism sector
4	Critically analyse the development of ethical and sustainable practices in hospitality, in an international context
5	Debate the complex cultural and sociological issues raised by the development of the hospitality industry in new tourism destinations

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

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. (Word count – 4000)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5	Portfolio	100%

Derogations

None

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.

Indicative 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:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

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*: *Paradigms and Directions for the Future*. Toronto: Apple Academic Press.

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

Sloan, P., Legrand, W. and Chen, J.S. (2013), S*ustainability 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.institueofhospitality.co.uk

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative
Ethical

Key Attitudes
Commitment
Curiosity

Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication