

Module specification

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| | |
|--------------|-----------------------------------|
| Module Code | BUS7B81 |
| Module Title | Digital Innovation in Hospitality |
| Level | 7 |
| Credit value | 20 |
| Faculty | SLS |
| HECoS Code | 100810 |
| Cost Code | GABP |

Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|--|---|
| MBA Hospitality and Tourism Management (20 credit framework) | Core |

Pre-requisites

N/A

Breakdown of module hours

| | |
|--|----------------|
| Learning and teaching hours | 20 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 | 20 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 180 hrs |
| Module duration (total hours) | 200 hrs |

| | |
|------------------------------|------------|
| For office use only | |
| Initial approval date | 19/07/2022 |
| With effect from date | 01/09/2022 |
| Date and details of revision | |
| Version number | 1 |

Module aims

The aim of this module is to identify and critically analyse some of the key aspects of digital innovation 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.

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

| | |
|---|---|
| 1 | Critically analyse the key factors driving digital innovation in the hospitality industry |
| 2 | Explore the concept of digital innovation and its importance to business performance |
| 3 | Formulate and pitch a digital concept for the hospitality industry |

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.

Assessment 1 will be a written assignment exploring the concept of digital innovation and how this relates to business performance in the hospitality industry. You will then critically analyse the key factors that drive this development in the hospitality industry. (Word count 3000)

Assessment 2 will be a group presentation on a digital concept with the aim of improving performance in a selected hospitality business. (30 minute presentation including Q+A)

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1 | 1 & 2 | Written Assignment | 60% |
| 2 | 3 | Presentation | 40% |

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

- Hospitality trends and predictions
- Global hotel brands and the impact on the host communities
- Trends in the design and type of hotels as a dynamic phenomenon, influenced by digital innovation
- New Trends in Hotel Design
- Promoting new ideas at work

Indicative Bibliography:

Essential Reads

Tajeddini, K., Ratten, V. and Merkle, T. (2020) *Tourism, Hospitality and Digital Transformation*, 1st Edn. Routledge, Oxon.

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.

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.instituteofhospitality.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
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication