

## Module specification

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Module Code	BUS7C8
Module Title	Innovations in Hospitality Management
Level	7
Credit value	20
Faculty	Social and Life Sciences
HECoS Code	100085
Cost Code	GABP

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Hospitality and Tourism Management	Core Pathway

## Pre-requisites

*None*

## 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
<b>Total active learning and teaching hours</b>	<b>20 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	180 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>For office use only</b>	
Initial approval date	8 <sup>th</sup> August 2022
With effect from date	January 2023
Date and details of revision	
Version number	1

## Module aims

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

Management that are pertinent to the global hospitality sector and analyse current tools that are used within the industry. You will explore academic theory and current innovation within the industry and contextualise this to current practice.

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

1	Critically analyse the key factors driving innovation in the hospitality industry.
2	Critically examine key national and international management theories within the hospitality business.
3	Critically evaluate the use of appropriate digital tools, both hardware and software, used by various national and international hospitality organisations and examine their effectiveness in the hospitality business.
4	Critically evaluate problems and challenges that may impact the global hospitality industry and seek effective and justified innovative resolutions and ways forward.

## Assessment

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*Indicative Assessment Tasks:*

Assessment 1 will be a written assignment exploring the concept of management and innovation in the hospitality industry and critically analyse what key factors are helping to drive innovation in the global industry. (Word count 2500).

Assessment 2 will be a practical sales pitch and analysis on an innovative new product that could be utilised in a selected hospitality business. (Word count 1500).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 & 2	Written Assignment	60%
2	3 & 4	Practical	40%

## Derogations

None

## Learning and Teaching Strategies

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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 to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

## Indicative Syllabus Outline

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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:

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### Essential Reads

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

### Other indicative reading

CHAFFEY, D. and SMITH, P. (2017), *Digital Marketing Excellence: Planning and Optimising and Integrating Online Marketing*. 5th ed. Abingdon: Routledge.

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

### Journals

Annals of Tourism Research  
Tourism Management

Journal of Travel Research  
International Journal of Hospitality Management

International Journal of Contemporary Hospitality Management

## **Websites**

Chartered Management Institution Institute of Hospitality

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

## **Employability skills – the Glyndŵr Graduate**

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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