Contemporary Issues in Hospitality and Tourism

This module is designed to allow students to consider the implications of a changing business environment upon the hospitality and tourism industry, and the strategic options to address these challenges. In addition the module will focus on issues relating to management challenges, including CSR, staffing issues, managing an increasing culturally diverse customer mix, and the issues presented by social media. Enable students to develop a critical awareness of the range of challenges facing both the hospitality and travel industry.

Learning outcomes

- Critically evaluate and analyse the global challenges facing the industry
- Investigate contemporary themes
- Critically evaluate alternative management approaches to dealing with operational challenges
- Critically evaluate responses to a wide scope of challenges and assess their effectiveness
- Analyse customer trends and their potential impact

Key topics

- Overview of the Hospitality and Tourism Industry, from past to present
- PEST Analysis
- Forces shaping the hotel industry
- Forces shaping the tourism industry
- Mature and emerging markets
- Innovation in the Hospitality industry
- Current issues in human resources
- Consumerism and challenges presented by social media

Books
Tourism – http://www.intute.ac.uk/socialsciences/travel/ - good link for academic, industry, case studies etc
Current Issues in Tourism
International Journal of Contemporary Hospitality Management