HTM523 Strategic Management in the Hospitality and Tourism Industry

<table>
<thead>
<tr>
<th>Subject Name</th>
<th>Strategic Management in the Hospitality and Tourism Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Code</td>
<td>HTM523</td>
</tr>
<tr>
<td>No. of Credits</td>
<td>3 credits</td>
</tr>
<tr>
<td>Total Contact Hours</td>
<td>42 hours</td>
</tr>
<tr>
<td>Prerequisite</td>
<td>None</td>
</tr>
</tbody>
</table>

**Subject Description**
To enable students to develop a comprehensive understanding of the business environment and concepts and principles of strategic planning and management used in application to real world problems in the global hospitality and tourism industry.

**Programme Learning Outcomes**
See separate file for MSc programme outcomes.

**Subject Outcomes**
Students will be able to discuss and explain various theories, principles and models in strategic management and evaluate their relevance and applicability in determining growth and profitability of hospitality and tourism businesses.

Students will be able to analyze and critically assess the internal structure, operation and organization of the hospitality or tourism firm, the general and task environment and the pertinent interactive relationship/s between them in the process of strategic formulation, implementation and control.

Students will be able to apply an integrative approach to develop appropriate hospitality and tourism strategies for the growth of the industry. They will be able to identify relevant ethical management issues and viable approaches to deal with them in the real world.

Students will be able to apply, evaluate and criticize various strategic management theories, concepts and models in designing appropriate corporate, business and functional strategies for tourism companies.

Students will be able to present and communicate their own ideas proactively to various stakeholders in the industry and revise them based on feedback from these stakeholders.

Students will able to identify strategic changes and evaluate new dynamic industry forces in order to develop new directions for the future.
Assessment Weighting
Continuous Assessment  60%
Examination  40%

Key topics to be addresses in this subject (Subject to regular update)
1. The Strategic Planning process. The strategy concept
2. The Strategic Management Process/Model;
   Corporate, Business and Functional strategies
3. Strategic Formulation: Corporate Vision and Mission
4. Environmental Scanning: External Assessment; Competitive industry forces
5. Internal Assessment
6. Strategic analysis and choice
7. Strategy, structure and style
8. Implementing Strategies – Management issues
9. Managing strategic change
10. Strategic review and evaluation
11. Establishing strategic control and continuous improvement
12. Global Strategies – managing across borders
13. Future challenges in strategic management in hotel and tourism industry;
   international expansion and globalization.