Subject Name: Innovations in Hospitality Management Solutions
Subject Code: HTM6010
No. of Credits: 3 credits
Total Contact Hours: 30 hours
Prerequisite: None

Subject Description
This subject is thematic based, adopting a case study approach to evaluate the approaches taken and the effectiveness of various management actions that address topical issues affecting the hospitality sector. Cases will focus on the hotel and hospitality sectors, but will also include relevant examples from sectors both within and outside the tourism industry. The selection of cases will vary each year, depending on the changes in topical issues, new paradigms for and the emergence of new ideas, technologies or management practices.

Programme Learning Outcomes
See separate file for DHTM programme outcomes.

Subject Outcomes
Evaluate innovative solutions to contemporary hotel and tourism management issues
Apply these or similar solutions in their workplace environments
Develop skills needed to seek innovative solutions

Assessment Weighting
Continuous Assessment  100%
HTM6010 Innovations in Hospitality Management Solutions

Key topics to be addressed in this subject (Subject to regular update)

1. Case Study Methods
2. Innovation Management
3. Innovation in tourism and hospitality
4. Individual Case studies
5. Indicative topics include, but are not limited to:
   6. Human resource management and staff development, retention and reward
   7. Environmental management systems and sustainable development
   8. Financial management
   9. Technology innovations and responses to rapidly changing technologies
10. Strategic planning
11. Changing markets and market conditions
12. Rapidly evolving competitive environments