Issues in Hospitality and Tourism Industry

This module covers the understanding how to identify emerging issues on the tourism and hospitality industry and examining their impact towards the hospitality and tourism industry. Students will be able to understand how important it is to tackle all the issues emerging in the hospitality and tourism industry because these issues really gives a great impact towards the industry.

Learning outcomes

On successful completion of this module, students should be able to:

- Identify the common issues that occurs in hospitality and tourism industry
- Analyse the information using accepted analytical data and techniques
- Evaluate the reliability and validity of the information broadcasted by medias
  Understand the ethics and social responsibility

Syllabus
- The Hospitality and Tourism Industry in the 21st Century
- Technology in Hospitality and Tourism Industry
- Globalisation
- Environmental Issues
- Green Issues
- PEST Impacts
- Domestic and International Issues
- Corporate Social Responsibilities and Ethics in Hospitality and Tourism Industry
- Risk and Crisis Management
- Change Management
- Business Continuity and Contingency Planning

Lesson Plan

Session	Subject
1	The Hospitality and Tourism Industry in the 21st Century
2	Technology in Hospitality and Tourism Industry
3	Globalisation
4	Environmental Issues
5	Green Issues
6	PEST Impacts
7	Domestic and International Issues
8	Corporate Social Responsibilities and Ethics in Hospitality and Tourism Industry
9	Risk and Crisis Management
10	Change Management
11	Business Continuity and Contingency Planning
12	Case Study/In Class Test
13	Revision

14	Revision

Recommended textbook

Understanding Tourism: A critical Introduction. Hannam K and Knox, D.2010. London : Sage

'Contemporary Hotel Management', Author: Du Daming, FuDan University Publisher.