

## MODULE DESCRIPTOR

### Module Title

Strategic Management in Tourism and Hospitality

Reference	CBM552	Version	1
Created	January 2020	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

### Aims of Module

To enable the student to appraise, design, implement and evaluate future orientated plans for interacting with competitive environments from the perspective of tourism and hospitality related organisations and destinations. To provide the understanding and experience of current strategic thinking and practice which identifies corporate success, excellence, and strategic leadership to contribute to decision making in the tourism and hospitality business arena.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically appraise the competitive operating environment and understand the impact this will have on strategic choice for contemporary tourism and hospitality related enterprises.
- 2 Critically appraise long-term planning decisions and the potential these hold for tourism and hospitality related organisations to exploit their distinctive competitiveness.
- 3 Critically evaluate the fit, in terms of the design of business planning in the contemporary tourism and hospitality operating environment.
- 4 Synthesise the dynamics of strategic decision making as applied to tourism and hospitality.

### Indicative Module Content

Development of missions, long term objectives, in relation to tourism and hospitality industry organisations. Decision making in the global tourism and hospitality industry, PLCs and tourism destinations; Macro influences in tourism and hospitality, tourism and hospitality operating environment and environmental scanning; Contemporary influences affecting future orientated plans for organisations competing in the tourism industry; Sustainable economic growth in global tourism and hospitality; business challenges in tourism and hospitality sectors; management resources and organisation; Public sector strategic role in tourism support, Destination Management Organisations (DMOs), National Tourism Organisations (NTOs); Application of strategic management theory to tourism and hospitality management practice, resource issues, change process; Evaluation of strategy.

### Module Delivery

The module is delivered through a series of interactive teaching sessions with an emphasis on using case studies. Students will apply theory to current issues and developments in the Tourism industry. Both part-time and full-time students will follow the same mode of on-campus study and contact hours.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	39	39
Non-Contact Hours	111	111
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

### ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

#### Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

### MODULE PERFORMANCE DESCRIPTOR

#### Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

### Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 MOUTINHO, L., ed., 2011. *Strategic management in tourism*. Oxford: Cab International.
- 2 EVANS, N., 2015. Strategic management for tourism, hospitality and events. Routledge (electronic source)
- 3 GORBUNOV, A.P., EFIMOVA, E.V., KOBETS, M.V. and KILINKAROVA, S.G., 2016. Perspective tools of the strategic management of VFR tourism development at the regional level. *International Journal of Environmental & Science Education*, 11(18).
- 4 MORDEN, T., 2016. *Principles of strategic management*. Routledge.
- 5 THOMPSON, J. and MARTIN, F., 2010. *Strategic management: awareness and change*. 6th ed. Andover: South-Western Cengage Learning. *ebook*