



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
THOM-430	International Hotel Management	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior	Management	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Compulsory	Hospitality	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Theo Charalambous	4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face to face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Examine the factors that have contributed to globalization and a global economy.
- Analyse international tourism, lodging industries and types of hotel products.
- Evaluate the business challenges associated with transnational, global, and multinational organizations.
- Explain factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism and lodging industries in the years to come.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Examine the factors affecting international hotel expansion into European, North American, Middle Eastern, and Asia-Pacific markets.
2. Discuss recent developments with regard to the nature and use of equity investments in the hotel industry, as well as issues surrounding the financial structuring for hotel development.
3. Analyse the business challenges associated with multinational organizations, and possible growth strategies for expansion-minded hotel chains.

4. Examine employment aspects (including management contracts, contract services, fee structures, cultural diversity, managerial expatriate positions, and international human resource management, management functions).
5. Describe the forces that have led to the establishment of various national and international hotel classifications and standards.
6. Develop international marketing strategies.
7. Explain future factors and developments that are likely to affect the nature and pace of globalization in the travel, tourism, and lodging industries.

**Course Content:**

- Globalization, Tourism, and the Lodging Sector
- The Emergence of International Hotels
- Political Aspects of the International Travel, Tourism, and Lodging Industry
- Financing International Hotels
- Developing an International Hotel Project
- International Hotel Contracts and Agreements
- Understanding Cultural Diversity
- Selection and Preparation of International Hotel Executives
- International Human Resource Management
- Special Considerations in Managing International Hotel Operations
- International Hotel Classifications and Standards
- International Hotel Sales and Marketing
- Global Competition and the Future

**Learning Activities and Teaching Methods:**

Lectures, videos, presentations and student assignments

**Assessment Methods:**

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
EXPLORING THE HOSPITALITY INDUSTRY	John R. Walker	Pearson	2018	ISBN-13: 978-0134744919
International Hotels: Development and Management	Chuck Yim Gee	AHLEI	2008	ISBN 978-0-86612-329-7

**Recommended Textbooks / Readings:**

UNic Library eBook Collections:

Unic Library provides full text access to a number of eBooks. Below you will find collections from various vendors/publishers.

EBSCO contains more than 135,000 eBook titles from various publishers.

E-BRARY contains more than 111,200 eBook titles from various publishers.

SPRINGER offers access to 18,000 eBook titles published by Springer.

ELSEVIER offers access to 445 titles in specific areas.

WILEY provides access to 690 Wiley eBook title