



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
HMGT-410	International Hospitality Development	10
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
HMGT-100, HMGT-310	Hospitality, Tourism and Sports 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>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Summarize the factors that have contributed to globalization and a global economy, describe the international tourism and lodging industries, and identify types of hotel products.
- Outline 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. Outline the factors affecting international hotel expansion into European, North American, Middle Eastern, and Asia-Pacific markets.
2. Identify and describe various barriers to travel and tourism, and describe several international organizations that deal with these barriers.
3. Discuss recent developments with regard to the nature and use of equity investments in the hotel industry, and describe issues surrounding the financial structuring for hotel development.
4. Outline the business challenges associated with transnational, global, and multinational organizations, and identify three growth strategies for expansion-minded hotel chains.

5. Describe the five phases of hotel development, and list the four-step process used to determine where to develop an international hotel.
6. Define management contracts and outline typical management contract services and fee structures.
7. Contrast the positive effects of cultural diversity in the workplace with the negative effects, and identify important considerations in managing diversity.
8. Explain how hotel managers are selected for expatriate positions and what roles they are expected to play in these positions.
9. Define international human resource management and describe its three main activities.
10. Identify and give examples of seven broad management functions common to international hotel managers.
11. Describe the forces that have led to the establishment of various national and international hotel classifications and standards, and identify five important purposes of hotel classification.
12. Discuss the issues hotels face when developing an international marketing strategy.
13. 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.

**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:**

Teaching material including PowerPoint presentations and additional readings, synchronous meetings (WebEx), asynchronous video presentations, forums, chats, quizzes, case studies and other formative and summative assessments.

**Assessment Methods:**

Exercise  
Assignment  
Final Exam  
Participation

Participation to WebEx meetings, discussion forums and other communication tools is recommended as they will assist you in successfully completing your course.

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
International Hotels: Development and Management	Chuck Yim Gee	N/A	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