

Subject Name	Strategic Management for Travel & Tourism Business
Subject Code	HTM544
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

This subject aims to enable students to develop a comprehensive and critical understanding of the roles that multiple players, encompassing public and private ventures contribute in enhancing the competitiveness of tourist destinations. The subject focuses on examining how collective strategies in destination management are implemented in an integrated manner at the national, sector, and individual company levels.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Discuss and explain the various theories, principles and models in strategic management and evaluate their relevance and applicability in determining the competitiveness of destinations.
2. Analyze and critically assess the internal structure, operation and organization of the tourism firms, the external and market environment and the pertinent interactive relationship/s between them in the process of strategic formulation, implementation and control.
3. Apply an integrative approach to develop appropriate strategies for the growth of the company, sector, and the destinations; and be able to identify relevant ethical management issues and viable approaches to deal with them in the real world.
4. Apply, evaluate and criticize various strategic management and marketing theories, concepts and models in designing appropriate corporate, business and functional strategies for the various players in the destinations.
5. Communicate their decisions and recommendations, both orally and in writing, and be able to respond professionally and critically.
6. Identify strategic changes in the market and evaluate new dynamic industry forces in order to develop new directions for the future.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

- Issues in analyzing and managing tourism destinations
- Roles of public sector in managing tourism destinations
- Tourism destination market positioning and branding strategies
- Role of individual companies in private sector
 - the process of crafting and executing strategy
- Evaluating external environment
- Evaluating company's resources and competitive position
- Creating competitive advantage
- Other business strategic choices
- Market diversification for group businesses
- Strategy execution and evaluation
- Corporate culture and leadership
- Ethics, social responsibility and environmental sustainability
- Crisis and disaster management