

## HTM6005 Asian Paradigm in Hospitality Management

<b>Subject Name</b>	Asian Paradigm in Hospitality Management
<b>Subject Code</b>	HTM6005
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	None

### **Subject Description**

The subject covers the historical development of hospitality management in a European, North American and Asian context through an examination of social, economic, cultural and religious phenomena that affected the development of respective management concepts. The subject requires an overseas field trip which will be offered in the form of residential workshop.

**Note:** The overseas residential workshop is a compulsory part of the subject. Failure to participate in the workshop will result in a failure in the subject.

### **Subject Outcomes**

1. Students will develop a critical understanding of historical development of hospitality management from cultural, religious, economic and sociological perspectives.
2. Students will be able to analyze the factors which have contributed to the unique development of hospitality management in Europe, North America and Asia relative to socio-economic and cultural factors.
3. Students will develop a deep understanding of the influence of Asian lifestyles and culture on the provision of services and development of service culture in Asia.
4. Students will make a critical evaluation of the unique aspects and transferability of the hospitality management concepts peculiar to Asian context to other parts of the world.
5. Students will analyze and evaluate best practices in Asia's hospitality management through a field visit during which time they will make a critical evaluation and presentation of their findings through the format of residential workshop.
6. Through the identification of individual projects, students will undertake a detailed study of hospitality delivery at an Asian destination, identifying its strengths, weaknesses and competitive advantages or disadvantages.

### **Assessment Weighting**

Continuous Assessment 100%

**Key topics to be addressed in this subject (Subject to regular update)**

1. Analyze and evaluate historical development of hospitality management
2. Analyze social, economic and cultural factors affecting hospitality management development in Asia in comparison with similar developments in Europe and North America
3. Analyze the influence of Asian lifestyles and culture on development of hospitality culture in Asia
4. Evaluate unique aspects of Asian hospitality services and transferability of Asian hospitality management concepts to other parts of the world
5. Develop critical thinking and global outlook accompanied by development of high level written and oral communication skills
6. Develop critical thinking and analytical skills