

## HTM6004 Environmental Analysis and Strategies in Hotel and Tourism Management

<b>Subject Name</b>	Environmental Analysis and Strategies in Hotel and Tourism Management
<b>Subject Code</b>	HTM6004
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	None*

\*Assumed prior knowledge a Masters level subject in strategic management or equivalent. Students who do not have this knowledge are encouraged strongly to take the MSc SHTM Strategic Management subject.

### Subject Description

The subject builds on existing strategic management knowledge by focusing on mega trend analysis and environmental scanning, and then considering the strategic options to respond proactively to emerging trends, opportunities, issues and threats. The subject will adopt a future-oriented approach.

### Subject Outcomes

1. Students will be able to conceptualize the underpinnings and relevance of theories related to strategic management that entail environment scanning and analysis, strategy formulation, implementation and strategic control literature in general, as well as from a hospitality and tourism industry perspective.
2. Students will integrate, synthesize and develop new knowledge, perspectives, approaches, theories or models related to the topic areas.
3. Students will be required to write a research proposal and follow it up with a completed manuscript that capture the new knowledge/theory developed during the semester.

### Assessment Weighting

Continuous Assessment 100%

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

1. Strategy Concept
2. Environment Scanning and Trends Analysis
3. Forces Driving Change and Industry-related Critical Success Factors
4. Typologies in Strategy and Competitive Strategies
5. Resource Based View
6. Knowledge Management
7. Strategic Alliances
8. Diversification and Growth Strategies
9. Strategy Implementation
10. Core Competencies
11. Organizational Structure
12. Organizational Culture