

## HTM6011 Hotel and Tourism Senior Executive Seminars

<b>Subject Name</b>	Hotel and Tourism Senior Executive Seminars
<b>Subject Code</b>	HTM6011
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	None

### **Subject Description**

This subject is a type of extended “CEO forum” where senior industry leaders from Hong Kong and the wider Asia-Pacific region present a series of seminars. The subject lecturer will supplement the various presenter insights with his own experiences as a member of industry boards and of executive roles in industry and education. The contributing “professors for a day” will share their management philosophies and discuss the strategies that they have adopted in the face of critical issues facing the sector. They will explain their approaches to establishing and maintaining the position of industry leadership occupied by their organization.

### **Subject Outcomes**

Upon completion of the subject, students will:

1. Understand the management philosophies espoused by senior hospitality and tourism industry leaders;
2. Understand the emerging critical issues that affect various components of the hospitality and tourism sector;
3. Appreciate the strategies employed by senior executives to establish and maintain a position of industry leadership;
4. Develop and broaden senior industry leadership networks;
5. Apply the student acquired knowledge to enhancing awareness of personal leadership capabilities & styles & (where applicable) benefit their own organizations.

### **Assessment Weighting**

Continuous Assessment 100%

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

1. The nature of the subject means that different topics will be selected each year, as defined by the senior industry members attending, their professional interests and currency of issues.
2. Indicative subject areas include, but are not limited to:
  - Personal and corporate management styles and philosophies
  - Strategy, environmental scanning and visioning
  - Responses to macro-environmental changes
  - Identifying and anticipating macro-environmental changes
  - Marketplace changes
  - Evolving corporate governance issues
  - Changing government regulatory frameworks