

## HTM6010 Innovations in Hospitality Management Solutions

<b>Subject Name</b>	Innovations in Hospitality Management Solutions
<b>Subject Code</b>	HTM6010
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	None

### **Subject Description**

This subject is thematic based, adopting a case study approach to learn relevant theories and to evaluate the approaches taken and the effectiveness of various management actions that address topical issues affecting the hospitality sector. Cases will focus on the hotel and hospitality sectors, but will also include relevant examples from sectors both within and outside the tourism industry. The selection of cases will vary each year, depending on the changes in topical issues, new paradigms for and the emergence of new ideas, technologies or management practices.

### **Subject Outcomes**

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

1. Understand and apply theories and concepts of innovation in a rapidly changing global environment;
2. Develop skills needed to seek and to critically evaluate innovative solutions to contemporary hospitality and tourism management issues;
3. Identify and evaluate emerging trends of innovation and their likely impacts on the hospitality and tourism industry, and to develop appropriate strategies to respond to them;
4. Apply innovative solutions in their workplace environments;
5. Analyze, synthesize and critically evaluate research, and to undertake industry oriented research in innovation management.

### **Assessment Weighting**

Continuous Assessment 100%

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

1. Case Study Methods
2. Innovation Management
3. Innovation in tourism and hospitality
4. Individual Case studies
5. Indicative topics include, but are not limited to:
6. Human resource management and staff development, retention and reward
7. Environmental management systems and sustainable development
8. Financial management
9. Technology innovations and responses to rapidly changing technologies
10. Strategic planning
11. Changing markets and market conditions
12. Rapidly evolving competitive environments