

HTM6003 Hotel and Tourism Management Education

Subject Name	Hotel and Tourism Management Education
Subject Code	HTM6003
No. of Credits	3 credits
Total Contact Hours	30 hours
Prerequisite	None

Subject Description

This subject provides a systematic overview of the history, development, current trends, and roles of hospitality and tourism higher education on a global basis. Learning and teaching topics, such as curriculum design and learning styles, as well as program administration and leadership issues, such as faculty career development and external relations, are also discussed.

Subject Outcomes

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

1. Analyse trends in the hospitality and tourism industry and discuss their impact on curriculum planning;
2. Evaluate the impact of current trends in higher education on academic programs;
3. Develop and articulate a teaching philosophy;
4. Examine academic programme management and curriculum development;
5. Examine the roles of administrators in higher educational institutions;
6. Delineate the role and process of accreditation and the need for quality assurance systems in academic programmes.

Assessment Weighting

Continuous Assessment 100%

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

1. History of global hospitality and tourism education, hospitality and tourism education philosophy – general vs. professional education
2. Trends and issues in higher education – internationalization, work-integrated education, distance education
3. Roles and trends of hospitality and tourism higher education – impact on industry development – a global view; trends in hospitality and tourism industry – impacts on education
4. Programme and curriculum development and revision, quality assurance
5. Learning styles and instructional techniques
6. Roles of higher education administrators
7. Innovations in tourism and hospitality education – program management, student recruitment
8. Alumni and industry relations, advisory board, institutional development, public relations
9. Career development of academic staff, performance evaluation, promotion and tenure
10. Accreditation, credentialing, certification, and licensure