

The Hong Kong Polytechnic University

Subject Code	HTM2301
Subject Title	Managing Organizations in Hospitality and Tourism
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>This subject provides a comprehensive knowledge and skills about managing a service organization. It covers from a macro to micro approach in understanding the nature of a service organization. In macro perspective, the role and nature of service in hospitality industry and its future challenges will be explored. The concept of organizational culture and external environment will be discussed. For micro approach, the management theories of planning, decision making, organizing, human resources management, leadership and control about hospitality industry will be covered.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Possess and be able to apply required operational skills and personal attributes for the delivery of quality HTM service and experiences. • Demonstrate an understanding of the elements of entrepreneurship as it applies to HTM. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgment in an HTM workplace environment. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Be able to communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Be able to identify, define, and resolve problems relevant to HTM management and operational areas. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • To foster a desire for lifelong learning to enhance personal and professional development. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Develop cultural sensitivity in the development and delivery of HTM opportunities.

**Subject Synopsis/
Indicative Syllabus**

- a. Introduction and overview of management and operations in the hospitality and tourism industry
- b. Nature and role of service in the hospitality and tourism industry and its organizational characteristics
- c. Concepts of management in service organizations in the hospitality and tourism industry
- d. Internal and external environment affecting service organizations
- e. Future challenges to the hospitality and tourism industry
- f. Planning and strategic management in service organizations
- g. Decision-making in service organizations
- h. Organizing and managerial communication in service organizations
- i. Managing human resources in service organizations
- j. Leadership and directing in hospitality and tourism industry
- k. Controlling in service organizations