

# **EMT309e Hospitality and Tourism Management**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

EMT309 Hospitality and Tourism Management is designed to develop students' understanding of the international hospitality, travel and tourism environment. Students will be able evaluate successful management of accommodation, transport, food and beverage, tours etc in all tourism and hospitality situations. They will have an understanding of tourist consumer demand for related events at both the strategic and tactical level and how to respond to the changing travel and tourism landscape.

## **Topics:**

- Hospitality Management
- Tourism Management
- Lodgings
- F&B
- Recreation and Entertainment
- Conferencing
- Organizational Behavior and Consumer Behaviour in the Hospitality and Tourism Industry
- Sustainability Issues for Hospitality and Tourism
- The Business of Hospitality and Tourism (Sales and Marketing, Advertising and Public Relations)
- Marketing Strategies, Promotion and Public Relations
- Operational Management and Cost Control
- e-Commerce for Hospitality and Tourism

## **Textbooks:**

: Tourism: The Business of Travel: International Edition 6 Pearson  
ISBN-13: 978129222168

**Learning Outcome:**

- Illustrate the role and nature of leisure and visitor attractions
- Compare the organizational behaviour and consumer behaviour in the hospitality and tourism industry
- Analyze the business of hospitality and tourism
- Prepare feasibility studies and consider sustainability issues for hospitality and tourism
- Develop visitor attractions
- Appraise policy and strategies to develop the industry

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	10
	TUTOR-MARKED ASSIGNMENT 2	14
Overall Examinable Components	Written Exam	70
<b>Total</b>		<b>100</b>