

Welcome to OTHM

Workbook 2 – Introduction to the business environment

As no hospitality or travel organisation operates in a vacuum, this module is intended to provide you with an introduction to the environment in which these organisations operate. Ultimately this will provide you with a clear picture of the internal and external factors that shape how an organisation operates in today's global marketplace.

By the end of the module you will have a clear understanding of the nature of the business environment and gained the ability to apply this theory to organisations operating within the tourism and hospitality industry. As you can see, this course is not just about gaining knowledge, but it is about using this new found understanding to interpret real life situations.

Hopefully this workbook will aid your learning process, but it is only a guide and in order to do well on this module you need to take control of your own learning. This means attending classes and staying up to date with activities and readings. The course is 15 weeks long and will include lectures, seminars and tutorials. To get the most out of each class you should take an active part in each session. In order to do this you will need to read the essential texts in advance. Coupled with this it is strongly advised that you make use of the journals and websites suggested in this guide to further advance your understanding. In the end the more effort you put in to your learning, the more you will get out of this course.

This workbook is divided into 3 main sections:

- The outline of the module.
- Each weekly session with an explanation of key terms, background information, web research, class activities and an exam question relating to the session, together with copies of the lecture slides for you to use to take notes.
- A section on exam guidance to help you prepare for your exam at the end of the module.

Enjoy and OTHM look forward to working with you over the next 15 weeks.

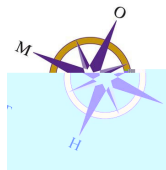
The OTHM Team

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