

## **OTHM Higher Diploma**

### ***International Tourism and Hospitality Business Environment***

The OTHM Higher Diploma Paper in International Tourism and Hospitality Business Environment is one of three papers of Part I of the OTHM Higher Diploma. This course assumes knowledge gained in the Diploma level OTHM course Tourism Marketing and Management, Hospitality Marketing and Management and Customer Interface and the Business Environment.

#### **Aims and Objectives**

This module aims to provide participants with:

- An awareness of the context of the tourism and hospitality industry, its evolving structure, its dynamic nature and its future potential
- An understanding of the economic, technological, political and legal context within which the industry operates and the implications for sustainable tourism.
- A theoretical and practical understanding of the factors that underlie the sustainable development of a tourism destination
- Future development and innovation

#### **Learning Outcomes**

At the end of the module students will be able to:

- Differentiate between the different types of private sector and public sector organisations involved in the tourism and hospitality industry.
- Investigate the impact governments and political systems have on tourist and hospitality organisations operating in the international industry.
- Assess the importance of macro economic factors and policies to the industry.
- Assess the importance of social factors and policies upon the industry.
- Critically assess the supply and demand factors for tourism and hospitality.
- Analyse the different competitive economic environments.
- Assess the implications of changing technology for the tourism and hospitality industry.
- Assess the dynamic nature of the global market.
- Review the significance of the social, economic and environmental factors that represent both positive and negative impacts of tourism development.
- Review the options available to achieve sustainable tourism development.

- Identify and analyse the major institutional factors necessary for sustainable planning and management of tourist destinations.
- Assess a range of planning models for tourism development and evaluate the strategic implications of such planning.
- Analyse the development of tourism in a variety of destinations.